Zoom Webinars

ⓘ **Current University Position 01/07/20**

The University has 50 licenses for webinars for up to 500 users. There are more (000's) licenses available for up to 100 participants. Unified Comms & AV jointly control the single large event licence for up to 3,000 participants.

All licenses are enabled on individual University users' accounts via IT Services using **this form**

Live streaming has been enabled for meetings & webinars - please contact Audio Visual for further information

This page details information from a perspective of delivering a live event via a Zoom webinar - **Support levels that Audio Visual can offer**

IT Services have more general information regarding Zoom on their **webpages**

Zoom Live Training Video

This is a comprehensive walkthrough of setting up a webinar and includes a transcript.

Setting up a Webinar in Zoom

The 1 hour video is broken down into 3 parts -

1. **Managing Webinars**
    a. Setting up, scheduling & inviting participants
    b. Customizing (registration, branding, customization)
2. **Hosting Webinars**
    a. Covering in-session controls for Hosts & Panelists
3. **Support resources and Q&A**

Please contact us if you want to talk about how to live stream a Zoom event

Below is an overview of steps and suggestions when setting up and running a webinar, and an example process:

Scheduling a Webinar

- Sign into zoom using the single sign on (SSO) - the domain is york-ac-uk. Using any other sign in method will not provide features from the University account (ie there will be restrictions)
- Set up the webinar times and basic settings.
- Set Host video to 'On', Panelists to 'Off'. This default means that a panelist joining after the webinar has started, will not appear on screen unless they unmute their camera.
- Check if registration is required - the link for attendees will change depending if registration is required or not.
- Assign an alternative host (they'll be able to start and stop the webinar if required)
- Add a practice session if required (though remember the attendee invitation and confirmation email will reflect the start time including any practice session). Practice sessions should be arranged with panelists & co-hosts in advance of the webinar start time.

- Check Branding and the main contact email first as some emails will be sent out automatically - the contact email defaults to the personal details of whoever is the Host
- Add options for invitations, Q&A etc. These options are only visible *after* setting up the webinar.
- Get confirmation from panelists. If they don't recieve an email automatically you can copy the information to them from the invitation email and send directly.
- Check Chat & Recording options - these are initially set from your account Settings tab, not within the webinar.
- Cloud recording options are in Settings>Recording. Set options (ideally 3 separate layouts - speaker view, gallery view & shared screen) and record to cloud. Local Record will record the Gallery View.

Running a Webinar

The following people should be involved - Host (can be AV), 2nd Support person (Alternative or Co-host), Chair (Optional co-host), Panelists (optional co-hosts), Attendees

- The Host sets up the webinar, invites Chair, Panelists & Attendees
- The Host assigns co-hosts (this can also be done during the webinar) so all panelists can control their own cameras and microphones

- All attendees are muted by default but can be unmuted (microphone only) by the Host & Co-hosts. Attendee video cannot be unmuted unless they are promoted to panelists.
- For a participant not at the University, Zoom may need to download and install software before joining the webinar but (USE WITH CAUTION) they can also be given any role within the webinar.
- It's better to use the Q&A option for questions and keep the Chat only for communication between hosts and panellists, or for direct messages from the Host to specific attendees.
- It's beneficial to have a holding slide on screen with audio playing when the webinar is broadcast so attendees are able to adjust their sound. This can be generated by the Host, and can be muted as soon as the chair person makes their camera live and appears to the attendees.
- Check presenters are comfortable with screen sharing options (eg tick the share audio option and how to make the slides the focus)

- Rule of thumb - if a panelist can see themselves on screen, the attendees can see them too.
- The 'Spotlight video' feature will make the selected person full screen for attendees, but when it is switched off, Zoom will default back to a speaker view. It is better for the Host to switch back to Gallery View when disabling the Spotlight video so all panelists are visible as Zoom will try to guess who is talking and make them full screen for the attendees.
- Webinar duration, Q&A and Chat options can be changed while the webinar is running.
- If the Host Chats to all or individual attendees, the Chat icon on the attendees screen turns orange and a box highlights the message - this Chat is also seen by the panellists. You can't select individual attendees or a number of the panellists to chat to.
- Powerpoint slide focus - when sharing slides the presenter needs to click on the slides to give focus back to Powerpoint, before being able to advance them using their mouse or keyboard.
- As a Host, it can be useful to have a separate computer available with a personal account so that you can view as an attendee (don't forget to invite yourself), but this needs to be done via a different email account and zoom may automatically add you as a panellist.
- If a user shares their screen but forgets to check the audio before sharing, the dropdown allows them to start sharing audio without quitting/re-starting apps (⋯More>Share Computer Sound)
- Host can mute shared audio and stop sharing remote screens

3 days (or more) before the event -

- Schedule the webinar (enable Q&A, enable Practice session)
- Assign alternative host
- Change the contact details as required - by default it will be the Host's personal details
- Send invitations to panellists/co-hosts etc

- Email the attendee link to (*personal email address*)

Day of the event -

- Check that panellists/co-hosts etc. have received invitations
- Check that YOUR account settings will record the speaker, gallery and screen share views separately
- Check YOUR account Chat settings - allow Chat for panelists
- Check automatic Cloud Recording setting - if it's not automatic, remember to start the recording

At time of Practice -

- Select panellists to be co-hosts so they can mute/unmute themselves
- Check screen share audio settings if video/audio is required
- Check Chat settings in Chat window so that Attendees chat to no one. Chat is used for production comms, Q&A is for attendee questions only.
- Emphasise that the Attendee view is not the same as the participants/panellists view.

5 minutes before the scheduled start time -

- Ask all panellists to mute themselves (video & audio)
- *Optional* - Share the screen which has a holding slide and audio (possibly your own)
- Begin the broadcast - all attendees will now see and hear everything

Near scheduled start time -

- Use chat to give the Chair/first presenter a 30 seconds warning
- Start recording if not already done
- Approx 10 seconds before the scheduled start time, use chat to tell the Chair/first presenter to unmute their microphone and video and begin speaking IMMEDIATELY.
- Stop screen sharing of holding slide when they appear on screen

During the webinar -

- Co-hosts need to check incoming questions and respond accordingly
- Dismiss any 'raised hands'. Raised hands are ignored - if an attendee needs to ask a question, they can only use the Q&A facility. This can be disabled by default.
- Be prepared to show a slide if there are technical problems - a co-host may need to make an announcement if this occurs
- **PANEL SESSIONS**: Use the 'Spotlight Video' feature to highlight the individual panellists when they are speaking. This clears anomalies (eg the last speaker remains on screen) on some attendee devices.

After the webinar -

- Download the recordings (zoom will send the Host an email when they're ready), and send them to be edited.

Points to note -

You cannot have Breakout Rooms in a webinar

The attendees' view will be different from the panelist view - attendees will see unmuted participants and shared screens only

Presenters need to click on slides in Powerpoint **after** sharing their screen to get focus in order to run the presentation from their keyboard

When sharing screen - participants' audio can be switched on (by host) in 'More' options (3 dots on right)

Recording the webinar will open a dialogue box on everyone's screen - they must approve being recorded or leave the meeting. This setting is locked by the acccount administrator for GDPR purposes

If you are importing csv attendees: the format is email, first_name, last_name (Column A is the email address, column B is the first name, column C is the last name)

Many of the points in this document also apply to webinars - General meeting security

Log into the Zoom Web Portal here

The links below will take you to the Zoom Support webpages

[Overview of Webinars](#)

[Getting Started](#)

[Roles in a webinar](#)

[Registering attendees](#)

[Attendee experience](#)

[On-Demand webinars](#)

If you would like to test how a webinar works in practice for a live event, please get in touch with us

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