

# Zoom Events for HLSA Clubs & Shared Interest Groups

*The following instructions are for the Zoom Webinar platform*

## Creating an Account

- Go to <https://zoom.us/pricing/webinar> to create a webinar account.
- Please note that the webinar accounts have certain capabilities, regardless of what Webinar license you choose:
  - Can host up to 100 video panelists at a time
  - Q&A functionality
  - In-webinar text-chat
  - Polling
  - Attendee and webinar performance reporting
  - Pre and post-webinar reminder emails
  - Practice session for pre-event panelist prep

## Scheduling a Webinar

- Log-in your Zoom account
- In the left-hand navigation bar, select “Webinars”
- On the Webinar landing page, you’ll have four options:
  - Upcoming Webinars – lists currently scheduled webinars that have yet to take place
  - Previous Webinars – webinars that have already occurred
  - Webinar Templates – Previous webinars that you have saved as templates. Good for events with similar registration structures like all alumni webinars
  - Schedule a Webinar – Schedules a new webinar from scratch
- Click “Schedule a Webinar”
- Fill in the details for the event, or use a template from the drop down menu
- Make sure to mark “Registration” as a required field
- Webinar options:
  - Q & A – Enables the Q&A feature to be utilized during the event
  - Enable Practice Session – Allows you to start the webinar with panelists prior to broadcasting to attendees
  - Only authenticated users can join – This means only those who have signed in to Zoom will be able to access the webinar
  - Make this webinar on demand – Automatically turns on the recording, and makes it available to anyone with the registration form
  - Record this webinar automatically – Automatically records the webinar; you must select whether you want that file to live on the cloud in the Zoom account or be downloaded to your computer at the completion of the event
- Alternative Host – This is someone who will be the “back-up” host and have the same hosting privileges as the hosting account
- Click “Schedule Webinar” to complete the set-up

## Inviting the Panelists

- You can invite panelists by clicking the “Edit” button
- Add their name as you would like it to appear on the webinar, and the email address they will be using for the account
- Click the box at the bottom to send confirmation email and panelist link automatically
  - NOTE: All links are unique to the individual. Please do not use the same link for multiple people. Each one will require their own calendar invite

## Creating an Event Registration Page

- The HLS Alumni Relations Team recommend the use of either of the following registration processes:
  - Registration with AlumniMagnet:
    - You can use the ticket system or the QuickRSVP function to create a registration and then email the link to those who RSVPed afterwards.
    - Please do not post the Zoom link directly to the Event Registration page, as it increases the chance for a security breach.
  - Registration with Google Forms:
    - Create a Google Form to collect RSVPs.
    - Put the Zoom link in the confirmation message at the end of the form.
    - We recommend still emailing a reminder to people after they complete the form to ensure they have the link.

## Communicating the Event

- **Post the event details on your respective Club/SIG ‘Alumni Events’ page and the HLSA Global Calendar of Events.** This ensures that a larger audience of HLS alumni will be able to see your virtual event and potentially attend.
- **Send at least two email communications to your Club/SIG community to advertise the event.** Remember: Your alumni communities email list is ready to be used in AlumniMagnet.
- **Zoom Webinar offers automatic reminder emails to registrants with the event log-in credentials – it is recommended that you enable this feature. It will send all registrants a reminder one day and one hour before the event.**
  - NOTE: If you disable ‘Allow participants to join from more than 1 device’, add disclaimers in the emails, to reminder registrants they cannot join the event from multiple devices.

## Hosting a Webinar

### Host Control Overview

- Mute/Unmute
- Stop/Start Video
- Participants – Opens Participant sidebar
  - You can automatically mute panelists, and allow them to start their own video or mute themselves
    - You can also get these options by clicking on the menu button of panelists' video squares
  - You can allow Attendees different options
    - Raise Hand – Allows attendees to raise their hand for questions
    - View Participant Count – Allows attendees to see how many people are online
  - You can force the view of attendees
    - Speaker View – Shows only the current speaker
    - Gallery View – Shows all panelists
    - Follow Host View – Allows the attendee view to match the host view, which allows panelists and hosts to be hidden off screen
- Q&A
  - You can see all questions that come in through the Q&A function
  - Dismissing a question will hide it from all participants
- Polls
  - Launch a pre-programmed poll
  - You can create a poll during the webinar but we highly recommend finalizing polls in advance
  - Click “Share Results” after launching a poll to share the poll results with attendees
- Share Screen
  - Allows you to share your own screen
  - If panelists have slides, be sure “Allow Panelists to Share their Screens” is enabled
- Record
  - Starts recording the webinar or stops recording if automatic recording was enabled
- Closed Captioning
  - This is where you turn on closed captioning, or access the API token to have it turn on automatically
- More
  - This shows the options for live streaming

### Formatting your Virtual Event

- Virtual events are best contained to one hour, as anything longer will increase losing the attention span of the audience.
- Should you wish to hold a virtual event with a structured speaking program, the HLS Alumni Relations staff recommend the following format for your virtual event:
  - **Start (2 minutes):** Start your Zoom Webinar on time. Once you begin the Webinar, allow the first few minutes to allow the majority of the attendees to join the Zoom, before
  - **Welcome (2 minutes):** Either the Zoom Host or one of the Panelists, should offer a formal welcome to the attendees and provide any ‘Zoom housekeeping announcements’. These announcements can be about how to ask questions throughout the event, the format of the virtual event, welcome the speaker(s), etc.
  - **Content (30 – 40 minutes):** Panelists or keynote present their expertise

- **Q&A Discussion (10 – 20 minutes):** Offer the opportunity for attendees to ask questions to the panelists or to each other on the subject matter. **Administering Q&A via Zoom Webinar can be done the following ways:**
  - **Q&A function:** Ask attendees to write in their question, panelists or the host can then ask or address the question.
  - **Raise Hand feature:** Ask attendees who wish to ask a question or have a comment to ‘raise their hand’ in the ‘Participants’ tab to info
- **Conclude (2 minutes):** Conclude your Zoom Webinar by thanking participants for joining the virtual event. Mention any upcoming virtual your Club/SIG is hosting, or encourage alumni to check out the [HLSA Global Calendar of Events](#) for future programming.

For additional information and tutorials, please visit the [Zoom Help Center](#).