

Zoom Events for HLSA Clubs & Shared Interest Group

The following instructions are for the Zoom Meeting platform.

Create an Account

Free Meeting Account

- Go to <https://zoom.us/> to create a free account.
- Please note that free accounts on Zoom have limited capabilities:
 - Meetings with three or more participants are limited to 40 minutes.
 - Due to increased demand, dial-in by phone audio conferencing capabilities may be temporarily removed from your free Basic account. During this time, Zoom strongly recommend using computer audio capabilities.
 - Meetings are limited to 100 participants.

Paid Meeting Accounts

- Clubs & Shared Interest Groups may use their allocation funds to upgrade their Zoom account. The HLS Alumni Relations Office will not provide additional funding for this purpose.
- Zoom offers various paid Meeting accounts based on monthly subscription fees. There are differencing levels to the number of participants and duration a meeting can be held.
- Check out the [Zoom Pricing and Plans](#)

If you have an account through a work or personal plan, we strongly encourage using one of those.

Scheduling a Meeting

- Log into your Zoom account. On the left side menu, click “Meetings.”
- Enter the parameters for your meeting:
 - Meeting passwords are optional, though people may not notice it in the event invitation.
 - We recommend allowing both computer and phone audio to give attendees options for joining the meeting.
 - Enable join before host allows attendees to join the meeting before the host. This is helpful if you have multiple people running the meeting.
 - Mute participants on entry will prevent additional noise if participants join late.
- Click “Schedule a Meeting” when done.

Creating an Event Registration Page

- On the next page, you will be provided calendar invites as well as a URL to join the meeting. Instead of using calendar invites to your whole Club/SIG community, build an event registration page to collect registrants
- The free version of the Zoom Meeting platform does not come with registration capabilities.
- 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.
- **The day of the event, send out the Zoom link and details again.** This action is twofold. First, the Zoom log-in details for your event will be at the top of their email inbox, second, it will serve as another reminder for your event.

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 Meeting on time. Once you begin the Meeting, 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 Speakers, 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.

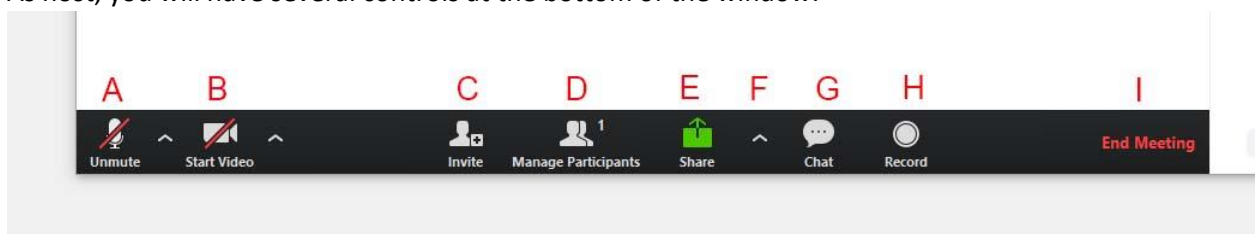
- **Content (30 – 40 minutes):** Speakers or keynote present their expertise
- **Q&A Discussion (10 – 20 minutes):** Offer the opportunity for attendees to ask questions to the speakers or to each other on the subject matter.
 - **Administering Q&A via Zoom Meetings can be done the following ways:**
 - **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
 - **Chat function:** Ask Attendees to write in their question into the Chat, and the speaker(s) will read and respond.
 - **Unmute attendees to ask question:** This option is recommended if the Zoom call has less than 50 participants.
- **Conclude (2 minutes):** Conclude your Zoom Meeting 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.

Starting a Zoom Meeting

- There are two ways to start a Zoom meeting:
 - Log into your account online, click "Meetings" in the left side bar and click "Start Meeting"
 - Download the Zoom desktop app, log in and enter the meeting URL in the "Meeting ID" box
- Once joined, enable your video and audio by either the prompts that appear on your screen or by using the audio and video buttons in the bottom left hand corner.

Hosting a Zoom Meeting

- As host, you will have several controls at the bottom of the window:



- A: Unmute/Mute – This button allows you to mute and unmute yourself.
- B: Start Video/Stop Video – This button allows you to start and stop your video.
- C: Invite – This allows you to invite others to your meeting either by calling them on phone, emailing them the link to join, or providing the URL that you can copy and paste.
- D: Manage Participants – This will open the list of participants in either a separate window or a side panel.
 - You can mute/unmute participants or ask them to start/stop their video.

- Under “More” you have the option to privately chat with them, make them the host, rename, and remove.
 - Please note if you remove someone from the meeting they will be unable to rejoin.
- E: Share Screen – This allows you to share your screen if you are giving a slideshow presentation or would like to share another item on your screen.
 - If you are sharing a video clip, please select “Share Computer Sound” and “Optimize for Full Screen Video Clip” on the “Share Screen” window.
- F: Additional Sharing Options: This has advanced sharing options where you can allow multiple people to share their screen at once, or control who can share their screen.
 - We recommend only allowing one person to share at a time, as not everyone has dual monitors.
 - Sharing can be limited to all participants or hosts only.
 - You can control who can share when someone else is sharing. For this setting we recommend selecting “Only Host.”
- G: Chat – This allows you to chat with everyone or with individuals. Either a new window or side panel will pop up when clicked.
 - You can also share a file with the group through this function.
 - If you select additional options, you can do the following:
 - Save chat
 - Limit chat to certain individuals, or limit private chat
 - This function is great for getting questions during a panel discussion or lecture.
- H: Record – This allows you to record the meeting to be saved on your desktop computer
 - Should you wish to record an event and wish to post it on your respective Club/SIG webpage, your speakers may need to sign a video release form. Please contact the HLSA Alumni Relations Team to see if you will need this waiver signed.
- I: End Meeting – This button gives you the option to end the meeting for all participants or allow you to leave the meeting yourself.
 - We do not recommend having the meeting go on without the host present. If you need to leave unexpectedly before the event is over, please make another Club or Shared Interest Group officer the host.

Additional Tips

- **Practice presenting your materials:** Practice (at least once) in advance to the event. Rehearse using Share Screen or switching between windows you intend to display. Remember to close all the windows or application you won’t be using (particularly personal email, apps with notifications, etc.) prior to the event.
- **Be visible:** Even when using Share Screen, it’s good practice to make sure that your face is visible on a side screen while the materials are being displayed – otherwise, engagement can decrease.
- **Keep your normal pace:** Just because things are delivered electronically does not mean you should speed up or slow down. Your participants will still engage at the same rate. But you

should check in with the participants more frequently than you might normally, to make sure they follow the material and remain engaged.

- **Record the event and revisit it on your HLSA webpage:** If you record your event, and wish to share it with other HLS alumni that were unable to participate in the event live, please reach out to the HLS Alumni Relations staff. If the host can provide the staff a copy of the recording (as a MP4), the staff will be able to upload the video to your Club/SIG webpage.

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