# Zoom Webinar Training

# Setting up an event

* Head to <https://gatech.zoom.us/> and sign in. Select Webinar from the left menu to schedule one
* Select your preferences and fill in as many details as you know
  + You can edit after creating the event but not when the event or a practice session is live
  + But to see most options, you have to select your webinar, select edit, then save at the bottom (regardless of if you made changes).
* You must Enable host control on panelist to have more branding options (See branding below)
* Always enable ‘select practice session’
  + If you don’t, you’re live once you join.
* Video refers to if people join with video on or off
  + But the audio defaults on!
* To showcase information on your event speakers (photo, bio, etc), you must require registration to your event.
  + Speaker info will then appear on your registration page and event invite
* Once you schedule the event, you can manage invites, panelists, and branding
  + Panelists each have a unique URL to join the meeting
    - The ‘Copy’ button next to each panelist you invites is a copy of their URL. Copy from there to send to their admins!
  + Attendees can have a general link or a unique link if you require registration

## Panelists, Attendees, and invites

* Host runs the event. They must be online and in the meeting for it to run.
  + Only the host can start the event. Panelists and attendees are held in a waiting room prior to the host joining.
  + If the host goes down, so does your meeting.
    - We have been unable to setup alternate hosts. Working with OIT.
  + You can set someone up as co-host during the meeting or pass along host duties before leaving.
* Panelists are your speakers. They must be invited from the zoom webpage
  + You cannot edit the email to them.
  + You cannot see if they have accepted the invite
  + If you want to include info on speakers in your email and registration page, you MUST require registration to your event.
  + We do not appear to have the spotlight feature
* Attendees can be invited via Zoom or you copy the link
  + You can add branding (a single graphic)
  + You can change who the email comes from (Events instead of personal)
  + You can add additional text to the attendee email, but the email still looks a hot mess

## Branding

*You have a lot of branding options in Zoom. Find our current package of graphics here:* [Zoom Graphics](https://gtvault.sharepoint.com/:f:/s/SpecialEvents/ElVnoqWWZPlFgv-CFM5SO84BSu-4yv3XP4cfOw6gO8FIZw?e=mp4Lvc)

### Webinar

* Webinar Wallpaper is your background for the entire event. All videos are grouped behind this
* Name tag design must be done by the host prior to the meeting.
  + Panelists do have an option to change their style of nametag or what is listed

### Panelists

### You MUST enable Host control panelist appearance options to change nametags and backgrounds to appear

* The host can preset the panelists look (background, name tag look and content, pronouns, and subtitle)
* Panelists can change their own look by selecting Participants, hover over their name to see the option for ‘More’, then select Change Panelist Appearance
  + Renaming from this panel only changes the name in chat, not on the screen
  + Panelists can change their nametag template (host must create templates) or background (host must create)
* Virtual backgrounds are for this webinar only. You can preselect a bg for your speaker.

### Emails

* You can add one custom graphic to the top of your email. This can be GT generic brand or something specific for your event
* You can also add a GT logo

# Day of Operations

## Starting a Webinar

* Host runs the event. They must be online and in the meeting for it to run.
  + If the host goes down, so does your meeting
  + I have been unable to setup alternate hosts
* If you have a practice session enabled, the host has to click ‘Start Webinar’ to start the event
* If you do NOT have a practice session enabled, you are live once you join. No buffer.

## Q&A, Chat, and Polls

* You can change chat permissions during your meeting.
  + Defaults to chat for hosts and panelists among each other only (no attendee chat at all)
* Anyone can send emojis. They appear live for everyone regardless of role
* Questions are all or nothing: either attendees see only answered or they see all the questions and can vote on them
* From the Q&A pop out in the live webinar, you can select if attendees can submit anonymously
* Attendees cannot chat privately with each other like they do in meetings
* Polls are sent to attendees during the meeting; Surveys go out AFTER the meeting
  + Both can be created prior to the event for easy launching
  + Only attendees can vote in polls and only hosts can see the results

## Recording Options

* Webinar On-Demand will automatically record your webinar in the cloud. Attendees who register after the event concludes are sent the recording. Host still receives report info on those folks.
  + Must select to auto record the webinar to activate this feature

## Additional Resources

* <https://support.zoom.us/hc/en-us/p/zoom-webinars-guide>