ZOOM
BEST PRACTICES
Webinar Host Guide

WEBINAR
IDEAL FOR HOSTING LARGE AUDIENCES OR PUBLIC EVENTS

SCHEDULING

Set the Date, Time, and Duration of your Webinar

The time zone should be the same as the webinar host. Attendees join time will vary by time zone. Duration allows for easy time-blocking on calendars and does not limit your actual event live time.

When	12/20/2019	9:30	AM
Duration	1 hr	0 min	
Time Zone	(GMT-8:00) Pacific Time (US and Canada)		

Schedule a Recurring Webinar

Best if you are hosting a series or set of meetings. Choose a specific daily time, a custom weekly schedule, a specific day of the month, or set to "no-fixed" time for maximum flexibility.

☑ Recurring webinar   Every month on the First Tue, until Oct 20, 2020, 11 occurrence(s)

Recurrence	Monthly
Repeat every	1 month
Occurs on	○ Day 3 of the month
	● First Tuesday of the month
End date	● By 10/20/2020 ○ After 7 occurrences

REQUIRE REGISTRATION

Customize Registration Enablement

Which webinars will registration allow your attendees to access?

- **Attendees register once and can attend any of the occurrences:**
  Registration allows registrants to attend all of the occurrences. All dates and times of the webinar will be listed and the registrant will be registered for all occurrences.
- **Attendees need to register for each occurrence to attend:**
  Registrants need to register separately for each occurrence to attend. They can only choose one date and time on the registrant page.
- **Attendees register once and can choose one or more occurrences to attend:**
  Registrants register once and can choose one or more occurrences to attend. They will need to select which dates and times they would like to attend and they will only be registered for those occurrences. They can choose multiple options.

INVITATIONS

Invite Your Panelists

Who are your Panelists? Invite your guest speakers or presenters as Panelists. Panelists are allowed to use their microphone and webcam as well as share content. Panelists also have access to view and manage the Q&A or chat during your event. Zoom supports up to **100 panelists** on any webinar and they can all be on video.

Invite Your Attendees

Your attendees will be in "Listen & View Only Mode". Attendees will not be able to activate their webcam nor their microphone. If you scheduled your webinar without registration, your attendees will use your "Link to join Webinar" to join you.

USING EMAIL SETTINGS

Use registration to get the most from Email Settings

Confirmation Email: Use the body this email to describe the event your attendees signed up for. Provide any other information you want your attendees to have before joining the webinar.

Reminder Emails: Zoom will send a brief reminder email to all registrants 1 week, 1 day, and/or 1 hour prior to the event.

QUESTION & ANSWER

Webinar Question & Answer

The Q&A feature for webinars allows attendees to ask questions during the webinar and for the panelists, co-hosts and the host to answer their questions.

The Q&A settings configured is for the default settings when you start this webinar.
☑ Allow anonymous questions
Allow attendees to view
● answered questions only
○ all questions ☑
  ☐ Attendees can upvote
  ☐ Attendees can comment
[Save] [Cancel]

- **Allow anonymous questions:**
  Check this option to allow participants to send questions without providing their name to the host, co-host, and panelists.
- **Allow attendees to view:** Check either if you want attendees to be able to view answered questions only or view all questions.

NOTE: if you choose for attendees to view all questions, you can choose if you want attendees to be able to up-vote questions and/or comment on questions. With the public Q&A feature, attendees can answer each other's questions and if enabled, they may also up-vote each others questions.

POLLING

A great way to keep an audience engaged, the polling feature for webinar allows you to create single choice or multiple choice polling questions during your webinar and download results.

Anonymous polling option available

LIVESTREAM

Zoom makes it easy to livestream your webinar to another service. Live streaming can help you to reach a wider audience, build your community, and be an influencer. If you're trying to prospect or build a list, you will want people to register to join the webinar. Consider streaming a portion of your webinar, share the link to register in a comment, and encourage them to join the webinar in progress. This way you capture their registration details.

Facebook Live

You can stream a Zoom Webinar or Meeting live on Facebook to your Facebook timeline or a group or page that you are an admin for. This allows your participants to join via Zoom or viewers to watch and comment on Facebook Live.

YouTube Live

You can stream a Zoom Meeting or Webinar live on YouTube. This allows participants to join your meeting via Zoom to view it and comment on it via YouTube. During the live event, there will be an approximate 20-second delay between the actual Zoom Meeting or Webinar, and the Live stream.

NEED ASSISTANCE? CALL YOUR HELP DESK
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