zoom Video Conferencing

SHENANDOAH UNIVERSITY
Academic Computing Technology

Scheduling a Webinar Through Zoom

Webinars are beneficial for large gatherings and groups of people. They start out at managing 100 people, and can manage up to 500. Here are the steps to schedule, advertise, and perform a Zoom Webinar.

Scheduling a Webinar

You will have to request a webinar license through Shenandoah University. You can do this by contacting **rcrim1@su.edu**.

Once you have permission to access webinar, you will be able to schedule a webinar by accessing the Webinars tab on the left-hand side of the Zoom webpage. Scheduling a webinar is almost identical to scheduling a Zoom Meeting.

Navigating "Webinar Options"

The few things that are different between Webinars and Meetings are the options you have at the end of scheduling one. Here is what they each mean:

- **Q&A:** Check this if you would like to use a question and answer panel in your webinar.
- **Enable Practice Session:** Check this to start the webinar in "practice session" to allow the panelist to get acquainted, and then choose when you're ready to live broadcast.
- **Only authenticated users can join:** Check this option if you want users to be required to be signed-in to a Zoom account before joining your webinar.
- **Make the webinar on-demand:** This will automatically record the webinar in the cloud and share a link with all registrants.
- **Record the webinar automatically:** Check this option to record the webinar automatically. Choose if you want to record it locally (requires the host to join via a desktop computer) or the Zoom cloud.

Scheduling a Webinar With Registration

Scheduling a Webinar with registration requires your registrants to complete a brief form before receiving the link to join your webinar. This allows you to collect the names, email addresses, and other information from the registrants. You can choose to automatically approve anyone who registers or manually approve attendees.

To require registration, simply click "Require Registration" while scheduling your webinar. ☑

You can create source tracking through an external URL. This means that people can register through external websites like Facebook, Eventbrite, or another third-party source to gain access to the Zoom Webinar. This can be done once the meeting is scheduled and can be found under "Invitations".

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Preparing a Webinar Through Zoom

Preparing a Webinar will including how to invite panelists, guests, and choosing what settings to allow in your webinar for attendees.

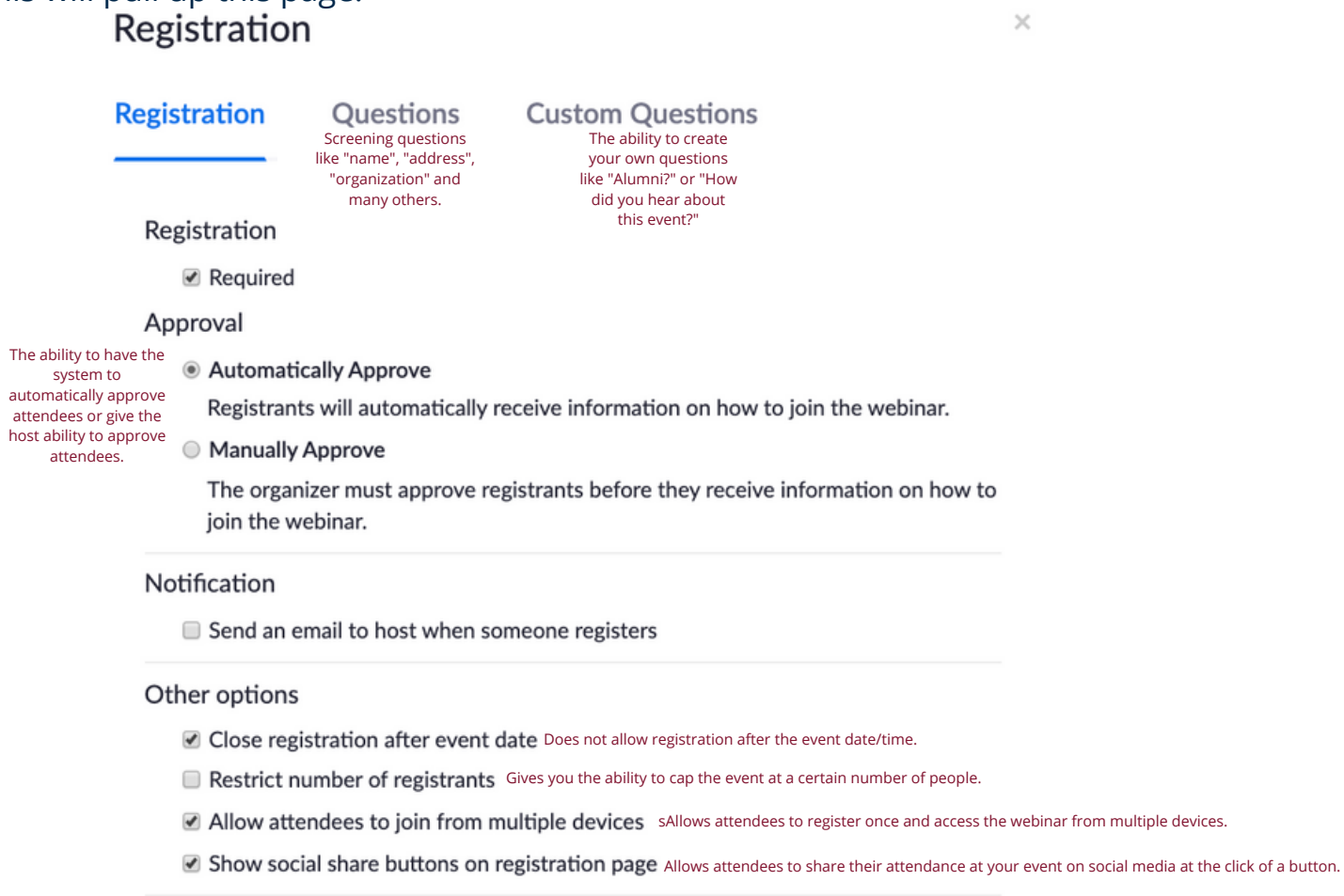
Inviting Panelist

Once you have scheduled your webinar, you will need to invite panelists to be a part of it. You can do this easily by the following steps:

- Under your webinar page, go to "Invitations"
- Find "Invite Panelist" and select "Edit"
- Once you fill out the panelist's information, it will send them a very vague invitation. We recommend you personally sending them an invitation with more details and referring them to the email for the link to webinar.

Managing Attendees

You have the ability to manage who registers, how they register, and screening questions for when they register. If you want to change any of these functions, select "Edit" under the "Approvals" portion of the Invitations section. Doing this will pull up this page:



Executing a Webinar Through Zoom

The day of your webinar, we recommend sending out a reminder to all of your attendees and panelists. When you are ready to start your webinar, follow these steps:

Executing a Webinar

1. Log on to zoom.us and sign in to your account
2. Select "Webinars" on the left-hand side
3. Under "Upcoming Webinars" you will see your webinar. Select Start.
4. If you have chosen to "Enable Practice Session", which we recommend, this will begin and you can make any adjustments needed before broadcasting.
5. Begin broadcasting and allow you and your panelist to speak at the time that it was scheduled to begin.
6. To allow panelist to video in and speak, you can add them as a co-host in the meeting by selecting "Managing Participants"->Hovering over their name and selecting "More"-> "Add as a Co-Host".
7. Attendees have the ability to turn on their mic (unless you disable this feature) but they can also use the Q&A section to ask questions during it. If they ask them in the Q&A section, the speaker can answer them in order of being received once their presentation or speech is completed.
8. Once your webinar is done, end the meeting for all.

After the Webinar

Once a webinar is completed you will be able to download a CSV that includes the number of registrations, attendees, performance, Q&A, and any polls.

If you have chosen to record your webinar, it will be transposed an emailed to the host. Please expect several hours before the webinar is available

If you have chosen to have a copy of the webinar emailed to each attendee, Zoom will do that automatically. Please expect several hours before the webinar is available.

We recommend once the webinar is completed, you reach out to your panelist and attendees to ask for their feedback. Was there any connection issues? Did they have trouble using any of the software? How was their experience overall? Not only will this give the host and company an assessment of how the event went, it will also allow them to improve and change things for the next time around to allow the experience to be smoother for everyone involved.