

## Guide to Hosting a CA event with Zoom Webinar

The CA can provide branches with access to Zoom Webinar in order to run online events. Webinars allow audience members to 'attend' without appearing on screen and to ask questions (anonymously or with a name) for discussion via a Q&A button.

Please get in touch with the CA Secretary ([office@classicalassociation.org](mailto:office@classicalassociation.org)) to arrange this service, which is free to your branch and only requires that you sign up to 'basic' Zoom with your chosen email address. The Branches Officer ([branches@classicalassociation.org](mailto:branches@classicalassociation.org)) can also arrange for a practice session to help you get used to the platform. There is official guidance from Zoom here - <https://support.zoom.us/hc/en-us/articles/200917029-Getting-Started-With-Webinar> - and our own guide below:

### **Setting up a Webinar**

- Check that you've been allocated a 'Pro' license and the Webinar500 Add On by viewing 'User Management' on Zoom.
- Then go to 'schedule webinar'.
- You may wish to tick 'require registration' depending on who you are letting access the event. This will require people to sign up to Zoom and to the event in order to receive the joining link. This lets you know exactly who is attending but does add an extra task for your audience member to complete.
- Tick 'require webinar passcode', put host and panellist videos 'on', tick yes to Q&A (as required) and 'enable practice session'.
- You will probably want to 'automatically record webinar' (and save to cloud or your computer) so that you can share a recording of the event with members afterwards or keep for later distribution.
- Once you click schedule, you can then click 'edit' by 'invite panellists'. Here you add anyone else who will be appearing or assisting with the event e.g. the speaker, your committee members, someone to offer technical support. Then send them the link (note this gets sent straightaway so you might want to have pre-warned your panellists!). You can edit the email that gets sent out too at this stage.
- If you have chosen a registration option, you can edit the registration page and instructions that get sent out to registrants.
- If you haven't chosen registration, once the webinar is scheduled, you can 'copy invitation' for your attendees and then email this to them directly.

### **Sharing your Event**

- Once you've scheduled your webinar you can share the attendee link with your audience. This might be via email or on a website/social media platform.
- If you're writing an email to first-time webinar users it can be helpful to write something like the following:

\*TEMPLATE

Dear \_\_\_\_\_,

Please click this link at **\_pm (or just before) on 1<sup>st</sup> January** to join the Zoom webinar: LINK

Depending on your device, a screen may appear with two boxes:

In the first box, please enter your first name or your initials (this is how you will be identified if you submit a question or have a technical issue) and in the second box enter your email address. (You shouldn't be asked for a passcode, but if you are please enter \_\_\_\_\_)

The webinar will now open in a new window, ready for you to enjoy. You will be inaudible and invisible during the talk so you do not need to worry about camera or microphone access. Simply sit back, relax and enjoy!

Please do not share the link with anyone else as the lecture is only available to \_\_\_\_\_. The webinar will be recorded. We recommend joining on a laptop, PC or tablet rather than a phone if possible for the best viewing experience.

#### Format

There will be a brief introduction before I pass over to \_\_\_\_\_, who will speak for approximately \_\_\_\_\_ minutes. There will then be a Q&A session afterwards. The whole session is expected to conclude at about \_\_\_\_\_pm.

**Questions:** You can submit questions (anonymously or with your screen name) at any time throughout the session via the Q&A button, which the speaker will answer at the end of the lecture.

**Technical difficulties:** if you have any technical difficulties then please use the on-screen **chat facility** to explain your problem (rather than the Q&A button) and a member of the committee will try to help you.

We hope you enjoy the webinar.

\*END OF TEMPLATE

### **Running the Webinar**

- Start your scheduled webinar and welcome your speaker in practice mode at least fifteen minutes before the start of the event – panellists can chat whilst the host does the following tasks:
  - Click on ‘participants’ and check that the settings for attendees are that they will be muted and can’t unmute or rename themselves
  - Make sure that the chat is enabled – choose who will see the questions sent in (make sure this isn’t the other attendees)
  - Select gallery view for everyone (optional)
  - Make sure panellists are allowed to ‘share screen’
  - The host may wish to appoint a co-host in case of any wi-fi issues
- A few minutes before the event is due to start, mute your panellists and yourself, turn off everyone’s video and share your screen to show a welcome slide (e.g. a flyer of your event saying ‘the event will start shortly’) and start broadcasting. This means the practice session will end and you will go live to your attendees, who will have been waiting on a Zoom introduction page if they logged in early.
- Start your recording (note that you can also choose to share the event to Facebook live/YouTube live).
- When ready, remove the welcome slide and, by unmuting and turning the cameras on of the relevant people, let the presenter introduce the speaker.
- Then ‘spotlight’ the speaker, who will share their screen to present their slides. (It can be helpful for another panellist to have these slides just in case).

- If you want to share a pre-recorded video, select 'share screen' from the control bar and make sure you have also ticked 'share computer sound' if you need the video to be audible to your audience. Once you're sharing your screen, you can turn sound on and off as applicable by clicking 'more' on the control bar. There's usually no need to 'optimize screen sharing for video clip'.
- Somebody will need to monitor the chat for technical issues or questions and collate the Q&A questions for later discussion (note that if you type an answer to these mid-session, all the attendees will be able to see; if you leave them or 'dismiss' them they won't be seen by attendees, and if you 'delete' them they won't be seen by attendees or other panellists).
- At the end of the talk, if you are hosting a Q&A, you can remove the 'spotlight' so that both the host and the speaker are shown as they discuss the Q&As. Gallery view will keep them both on the screen, speaker view will alternate the picture depending upon who is speaking.
- Don't forget to stop the recording after the talk.
- At the end, you can choose to either end the webinar for everyone and arrange a separate call to chat to your speaker/panellists afterwards or manually remove everybody from the webinar until only your panellists remain (the former is recommended but requires sending out a separate Zoom link in advance or at the time).