**Zoom Webinar Setup Checklist**



The main difference between a Zoom Meeting and Zoom Webinar is how you manage attendees. With a Zoom Meeting, everyone typically joins with the same level of interaction\* – webcam, microphone and screen share abilities. This is useful where everyone is required to have the ability to participate (if they wish).

With a Zoom Webinar, there are two groups of participants – Panelists, who have webcam, mic & screen share abilities; and Attendees, who can see/hear everything, but only have text chat/Q&A abilities\*. It is this difference that makes Webinars useful for controlling what participants are able to do and need to see.

\* There are many settings that can decrease/lock down a meeting or webinar further, such that there can be no feedback from attendees at all (useful for an information giving session where no response is required from the audience, for example).

**These are the details required from event organisers for a Zoom Webinar:**

* SCHEDULE of the event – for your reference, as what may be timed may be different to what’s discussed
* Title
* Description
* Time/date & duration
* Recurring webinar
* Contact email for event
* Branding
* List of panellists + email addresses – All those partaking in event, including examiners, interviewers, organisers, webinar assistants/co-host^, etc. **NOT** attendees/those merely watching
* Use Zoom Webinar to control Registration process?
* Q&A option
* Record the webinar

^ Webinar assistants are people who can assist with fielding questions from attendees, guiding panelists with technical issues, possibly chairing sessions so keeping everyone to time, etc.
Host/co-host would have the same overall control of a webinar (inc. but not limited to ‘spotlighting’ video for a panelist who’s talking and overcome background noise from another panelist’s mic, causing Zoom to switch video feed accidentally – live production, as per a livestream, effectively)

Options that should always be selected:

Password – *for security of sessions, unless the webinar is advertised publicly*
Enable Practice Session – *lets panelists join prior to attendees joining, to test equipment/screen sharing if required, or to have a pre-webinar discussion on who’s doing/saying what*

Descriptions for details required:

Title

Description

*Include website links if possible, so people know this is a genuine/linked event*

Time/date & duration

*Webinar* ***does*** *last until Host selects ‘End Webinar’, so duration can be extended if required – it doesn’t cut off at set time.*

Recurring webinar

*Useful for multi-day events, same link is used to access the webinar each day. Once a non-recurring webinar is completed it cannot be re-used (as Adobe Connect links can) unless specifically set to reoccur.*

Contact email for event

*Name & email address of person/group email sending invites out:
EG. ‘Department of Engineering’ with pwm22@eng.cam.ac.uk
All emails sent from Zoom will appear with the name ‘Department of Engineering’ but be from <no-reply@zoom.us>*

Branding
*Add CUED logo or event logo, as a banner (1280x1280 max) or side logo (600x600 max) on Zoom-sent emails
Event websites, posters, also useful as sources for logos/information that may not be ‘forthcoming’ from event organisers*

List of panellists + email addresses – All those partaking in event, including examiners, interviewers, organisers, assistants, etc.
*Webcams & mics do not need to be on for them to be logged in just to watch, as the elevated ‘panelist’ status gives them greater control/access to the webinar if required.*

Use Zoom Webinar to control Registration process?

*Zoom registration gives greater clarity and control for event coordination/organising, including the ability to obtain metadata of attendees, analytics, etc. but does require coordination via Hosts as they have the information (pro & con).*

Q&A option

*Enables a text based Q&A system for attendees to be able to ask questions. Panelists can then answer directly via text, or can answer live – this can be led directly by the panelists as they’re talking or directed by a chair*

Enable Practice Session

*Enables a sandboxed session solely for panelists that can be active prior to webinar starting time, to give all panelists time to settle into the platform, test cam/mic and screen sharing, and/or discuss how the event will be run. An orange banner at the top of the screen will state the event is in practice mode. I believe only a Host or Co-host can start ‘broadcasting’ which will enable attendees to join.*