

VIRTUAL EVENT ROLES: EVENT HOST

ROLE OVERVIEW

The webinar host coordinates logistics for the event, including scheduling the webinar within Zoom. This person ensures that all participants understand their roles and manages the execution of virtual event. The host has full permissions to manage the webinar, panelists, and attendees. The host can do things like stop and start the webinar, mute panelists, stop panelists' video, remove attendees from the webinar, and more

PRIOR TO EVENT

Create an Ideal Space for Broadcasting

Visual Aesthetics

- Create a professional setting for your video, by selecting a neutral background wall in your home or you can use the Virtual Background feature to change your background. Using the School of Education and Human Development logo will ensure a professional look. Check out these [EHD specific options!](#)
- Lighting should be bright and even and preferably come from in front of you. Lighting should never come from behind you (e.g. a lamp or window), which will cast shadows on your face.
- Keep your attendees connected by looking at your webcam instead of your screen. This will give the effect of eye contact and visual engagement. Use the gestures and mannerisms that you would typically use in person.

Audio Aesthetics

- If you are using your computer's built-in microphone, ensure that you are no more than three feet away. If you have a pair of earbuds with a built-in microphone, that will often provide better sound for your audience.
- To prevent unwanted background noises, ensure that you are broadcasting from a quiet room and ask family members -- and pets -- to avoid disturbing you.
- Shut down your email and other applications on your desktop, to eliminate alert tones and other extraneous computer noises.

Internet Usage

- Broadcast your webinar from a location with strong bandwidth to avoid losing connectivity during the event.
- It's a good idea to ask other family members to minimize their Internet use during your event, to ensure that you have sufficient bandwidth for the broadcast.

Managing Zoom Webinar Tools

Communicating During Webinar

Panelists, moderator and host can communicate with one another or send messages to attendees during the event by utilizing the chat window. By selecting the audience, you can

share a message to all panelists and attendees, with only panelists, or with someone specific. The contents of this chat window will only be visible to those who are selected.

Managing Attendee Questions

Audience members can post questions using the Q&A button. The Moderator can monitor the questions as they come in and pose questions to the panelists.

Sharing Visual Tools

You have the ability to share your screen in order to show a PowerPoint, photo, chart, browser window, or anything else on your computer that you want the audience to see.

- 1) If you intend to share your screen during your event, you will want to have everything ready on your computer in advance, because you will not want to have to go hunting around for things in real time.
- 2) To share your screen, click the "share screen" icon at the bottom of the Zoom window, select the item on your desktop that you want to share, and then click "Share."
- 3) When you share your screen, a mini control panel will pop up at the top of your computer screen.
- 4) When you are finished sharing your screen, you simply click the red "Stop Share" button.
- 5) If you intend to share your screen during your event, it's best to practice this a few times so you can do it seamlessly. We will do a run-through prior to our event.
- 6) It's important not to include embedded videos in your PowerPoint presentation, because these will not work well during a Zoom event. If you have videos that are an important part of your presentation, we can work together in advance to plan for them.

PRIOR TO EVENT

Host Day of Script

- Launches event 15 minutes prior to published start time
 - Turn off email and other applications to avoid alert tones
 - Share welcome slides
 - Play welcome

- Announcements to Panelists
 - Welcome
 - Slides currently on screen for attendees
 - Currently not broadcasting to group, will broadcast to group at X:XX a.m./p.m.
 - Recording session
 - Please mute and turn off video if not speaking
 - Reminder of how to communicate to me during session
 - Review how managing questions from attendees
 - Remember to look at your webcam instead of your screen to visually engage attendees
 - Close down email and other applications to avoid distracting alert tones

QUESTIONS?

For more information or questions, please contact Kelly Bloem (kcb6g@virginia.edu).