

# OVERVIEW OF ZOOM WEBINAR

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## WEBINAR ROLES

### Host

The webinar host is the user who schedules and runs the webinar. 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.

### Panelist

Panelists are full participants in the webinar; this is the role that our faculty, staff, and other invited guests will fill. Panelists can share their screens and answer audience questions posed in the Q&A text window. Before your scheduled webinar, you will receive an email from Zoom with a link for you to join as a panelist. You must log into the webinar from the email provided to the host.

### Attendee

Attendees are view-only participants who can be unmuted if the host chooses. Their view of the webinar is controlled by the host. They can interact with the host and the panelists through the Q&A option and chat if enabled.

## MANAGING WEBINAR TOOLS

### Communicating During Webinar

Panelists and hosts 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. Chat messages can include advisories (for example, "One minute to start") or discussion of which questions to answer.

### Managing Attendee Questions

Zoom webinars allow us to restrict audience access in ways that prevent the possibility of "Zoom bombing." Audience members can post questions using the Q&A button. The Host and/or Panelists can then monitor the questions as they come in by opening the Q&A window. The best option is to select a moderator for the event to select and pose questions to the panelists.

### Sharing Visual Tools

As a panelist, 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.

- 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.
- 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."
- You can share the "program" or the "window". If you share the "program", only the application will be viewable to attendees. If you share the "window", any application you view on your screen will be viewable to attendees.
- When you share your screen, a mini control panel will pop up at the top of your computer screen.
- When you are finished sharing your screen, you simply click the red "Stop Share" button.
- 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.
- 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.

### MANAGING WEBINAR TOOLS

Ensure our attendees are focused on the content of the event by optimizing your webinar setup.

#### 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 (try placing a small lamp on your desk beside your monitor). 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.

**QUESTIONS?**

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