

Host a Zoom Meeting for Prospective Students

SETTING UP YOUR MEETING

If you're interested in hosting an online event for prospective students, we recommend using Zoom Meetings. Everyone at the University has access to this tool, plus you can create a branded experience and easy to create automated emails for your attendees.

When and How to Schedule Your Event

Schedule your event in Zoom several weeks in advance. The sooner your event is scheduled, the sooner it can be promoted to ensure healthy attendance. It's also important to confirm the details entered when setting up your event.

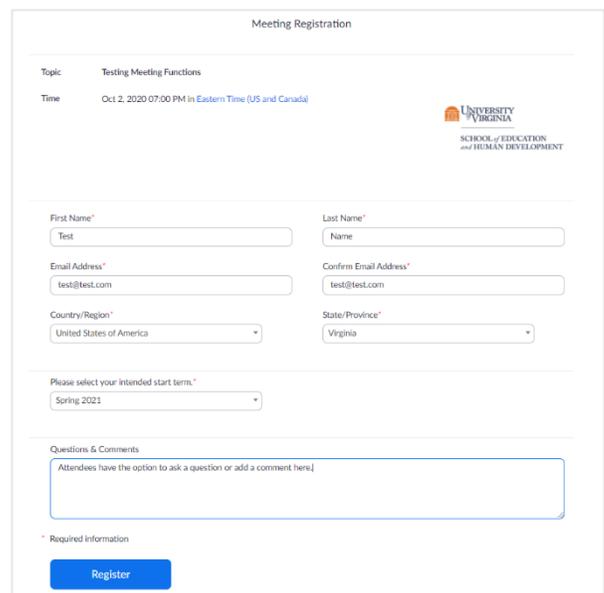
- Login to Zoom <https://virginia.zoom.us/>
- Navigate to 'Meetings' in the left menu <https://virginia.zoom.us/meeting>
- Enter your meeting details, click 'Schedule a Meeting'
- Enter the following information:
 - Topic/name of your event
 - Description of your event
 - Date, start time and duration of your event
 - Registration should be checked as 'Required'
 - Set up a unique password for additional security or confirm 'Waiting Room' is enabled
 - Select any additional options as needed.

Creating Your Registration Form

Try not to overwhelm your audience when creating your registration form. **Your goal is to encourage registrations**, so only ask for what's necessary and distinguish between optional and required fields. Don't forget, post-attendance communication is a great way to get further information from attendees.

You can edit the fields of your registration form by scrolling down to the 'Registration' tab at the base of the meeting page. You'll see a tab with a selection of standard question fields to choose from. You can also add custom questions on the next tab if desired. [Click here to learn more.](#)

Once your form is finalized and you've checked it for accuracy, share the form link with those helping you to promote the event.



The screenshot shows a 'Meeting Registration' form with the following details:

- Topic:** Testing Meeting Functions
- Time:** Oct 2, 2020 07:00 PM in Eastern Time (US and Canada)
- Fields:**
 - First Name* (Text): Test
 - Last Name* (Text): Name
 - Email Address* (Text): test@test.com
 - Confirm Email Address* (Text): test@test.com
 - Country/Region* (Dropdown): United States of America
 - State/Province* (Dropdown): Virginia
- Start Term:** Please select your intended start term* (Dropdown): Spring 2021
- Questions & Comments:** A text area with the placeholder text 'Attendees have the option to ask a question or add a comment here.'
- Register:** A blue button at the bottom.

Email Settings

Zoom allows you to add a short message to emails they send on your behalf. The tab to edit 'Email Settings' is at the base of the page, next to the 'Registration' tab. Be sure to:

- Confirm your email contact
- Select 'Edit' to add a custom message to your 'Confirmation Email to Registrants'

Add Brand Graphics

Follow Zoom's listed image requirements for each type of graphic:

- Upload a graphic banner if desired
- Upload our School logo ([download Zoom optimized version here](#))

[Learn more from Zoom about setting up registration for your meeting >](#)

Promoting Your Event

Reach out to the [Office of Communications and Marketing](#) several weeks before your event for promotional advice and support. There are many ways to promote your event depending on the purpose of your event and its intended audience, e.g. social media, slides on School TV monitors, web page placement, and more.

Content for Your Meeting

We recommend using one of our PowerPoint decks to share with your attendees. You can download a branded PowerPoint template from the [Office of Communications and Marketing](#) web page.

Before you scheduled your event you were probably already thinking about the content of your meeting. Now is the time to outline that content and format it:

- Determine your audience and the content they are seeking.
- Determine who will present the event.
- Gather any assets you may need, e.g.:
 - Potential questions and answers: Check your attendee registration form submissions by [generating a Meeting Registration Report](#).
 - Photography: E.g. pictures of your facilities, your team, and around Grounds.
 - Video: Even if your video isn't professionally produced it can still help prospective students to understand amenities, life on-Grounds, and to forge a personal connection with you and your team.
- Share a copy of your finalized content with other hosts ahead of the event.

After Your Event

Regenerate your Meeting Registration Report and download it to save for future use. Do this by navigating to 'Reports' on the Zoom website in the left menu, and selecting 'Meetings'. You can search for your Meeting Registration Report by time range and generate a report to download in .CSV format. Please note, Meeting Reports are automatically deleted 30 days after the event.

With support from the Office of Communications and Marketing, you could send a post-attendee survey via email, or even an email reminder as application deadlines approach. Be sure to name your downloaded Meeting Registration Report memorably for easy retrieval and segmentation.

Questions and Assistance

For general help with setting up a virtual event, reach out to Kelly Bloem: kcb6g@virginia.edu

For questions about promoting your event and content support, reach out to the Office of Communications and Marketing: ehd-ocm@virginia.edu