

# VIRTUAL CONFERENCE GUIDE

*using zoom.us platform*

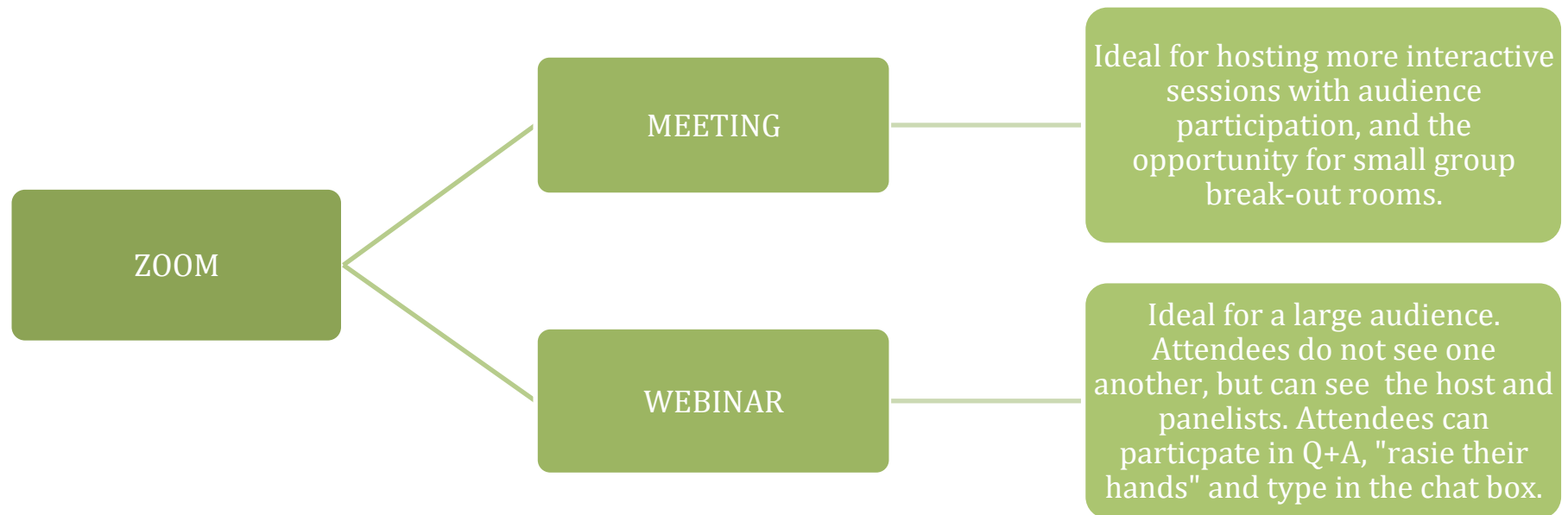
created by Baptist Women

*Want to host a virtual conference, but don't know where to start? The following is a quick-start guide, sharing how Baptist Women facilitated their Spring 2020 conference online using the platform, [zoom.us](https://zoom.us) in combination with a live-stream to YouTube.*

### WHERE DO I START?

#### What is the goal of your online event?

- ✓ Do you want to gather face-to-face and be able to interact with your audience more intimately? This format would be a **MEETING**.
- ✓ Do you want to broadcast a more formal, panel-type experience where the audience can view content, answer polling questions and engage in Q+A, but won't be able to see one another except the panellists and hosts? This format would be a **WEBINAR**.



## A comparison between the differences of a MEETING and a WEBINAR in ZOOM:

	ZOOM MEETING	ZOOM WEBINAR
<b>Best used for</b>	Small to large groups (2+ participants)	Large events and public broadcasts (50+ attendees)
<b>Cost</b>	Free and Paid subscription options	Paid Add-on, available for Pro or higher subscriptions
<b>Roles</b>	Host, co-host, participants	Host, co-host, panellist, attendees
<b>Audio-Sharing</b>	-All participants can mute/unmute their own audio -Host can mute/request to unmute participants -the Host can set all participants to mute upon entry	-Only Host and panellists can mute/unmute their own audio -Attendees can join in listen-only mode -The Host can unmute one or more attendees
<b>Video Sharing</b>	All participants can share (you can add conditions in settings)	Hosts and panellists only, can share
<b>Capacity</b>	Up to 100 people with free license and up to 1000 depending in your zoom plan	Up to 100-10,000 participants depending on your zoom plan and license
<b>Participants List</b>	Visible to all participants	Visible to host and panellists only
<b>Chat Feature</b>	In-meeting chat	Webinar chat
<b>No Verbal Feedback</b>	Chat	“raise hand” function
<b>Q+ A</b>	N/A	Special Q+A chat feature
<b>Polling</b>	Create a poll	Create a poll
<b>Live-stream</b>	To Facebook, YouTube, Workplace by Facebook, Custom Streaming Service	To Facebook, YouTube, Workplace by Facebook, Custom Streaming Service
<b>Recording</b>	Can record meeting (editable later in different software)	Can record webinar (editable later in different software)
<b>Breakout Rooms</b>	Can break into smaller groups in meetings	N/A
<b>Waiting Room</b>	Can have participants wait in a “waiting room” until you let them in.	No waiting room, but guests will only be able to access meeting once you hit “Broadcast”
<b>Require Password to Join</b>	You can set up a special password for any meeting	You can set up a special password for any webinar
<b>International Dian-In Numbers</b>	People can access the meeting by phone locally or internationally	People can access the webinar by phone locally or internationally

### **CHOOSE YOUR FORMAT:**

- ✓ Determine what format will serve you best for your online event.
- ✓ Is it a meeting where people can interact?
- ✓ Is it webinar where you'd like multiple panellists and the audience doesn't need to see one another?

### **LEARN + SET-UP ZOOM SO IT WORKS FOR YOU:**

- ✓ There are many zoom tutorials that will assist you with learning everything you need to know, whether you host a meeting or a webinar. **Check out the resources here:** <https://zoom.us/resources>
- ✓ Set-up the plan that will suit you best with zoom. The webinar is an add-on that you can pay for monthly, so it's ideal if you are hosting a one-time event and wish to use webinar. **Check out zoom's plans here:** <https://zoom.us/pricing>
- ✓ Once you have everything set-up, do multiple practice runs to make sure you are confident with your content and all of the controls as a host. With practice comes confidence and with confidence, ease and a seamless event.

### **LIVE-STREAMING TO FACEBOOK OR YOUTUBE:**

- ✓ Interested in live-streaming your event to facebook or YouTube? This can be done! It's important to note that any audience viewing from these platforms cannot interact like an audience that is directly connected to the zoom meeting or webinar itself. They can observe all that's happening, but can't interact on the zoom platform. (At Baptist Women, we chose to live-stream to YouTube and used the chat function in YouTube to facilitate live discussion during the meeting. We had some of our staff on the zoom platform and one of our staff logged into our YouTube account to facilitate the live-chat. The same can be done via facebook—just have someone on facebook ready to engage with your viewing audience).
- ✓ Note that when live-streaming to a different platform, there is about a 20 second delay in the content coming through to that platform. So, you will be live on Zoom and then see the same content on Facebook or YouTube about 20 seconds later.
- ✓ **Check out how to set-up your stream here:** <https://support.zoom.us/hc/en-us/articles/360028478292-Streaming-a-Meeting-or-Webinar-on-YouTube-Live>

### **INVITING PEOPLE TO YOUR EVENT:**

- ✓ When inviting people to your zoom event, they will need the meeting ID and password, or a direct link to join the meeting. You will be able to get this information from zoom once you set-up your meeting/live event.

**A CHECKLIST FOR GOING LIVE FOR YOUR ONLINE ZOOM EVENT:**

ITEM	WEBINAR	MEETING
<b>Zoom Settings</b>	<ul style="list-style-type: none"> <li>✓ Test sound/microphone</li> <li>✓ Allow renames</li> <li>✓ Make sure host is on speaker view (for live-stream if you want only the person talking to be seen)</li> <li>✓ Set-up live-stream (if doing this), so it's ready to go when you want to officially "go live" to facebook or YouTube</li> <li>✓ Confirm that the broadcast button is ready and showing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Test sound/microphone</li> <li>✓ Mute guests upon entry</li> <li>✓ Make sure host is on speaker view (for live-stream if you want only the person talking to be seen)</li> <li>✓ Set-up live-stream (if doing this), so it's ready to go when you want to officially "go live" to facebook or YouTube</li> </ul>
<b>Pre-Show Reminders to Panellists and Guests</b>	<ul style="list-style-type: none"> <li>✓ Set a "call" time well ahead of your event (at least a half hour) and make time to go through reminders. You can be on the webinar before broadcasting live to your audience, so no one will hear your pre-conversation</li> </ul> <p><b>A checklist to go through with your panellists before you go live:</b></p> <ul style="list-style-type: none"> <li>✓ Plug their computer into a power source</li> <li>✓ Turn off phone and any notifications on devices (including their computers as people will hear these sounds)</li> <li>✓ Test their sound</li> <li>✓ Go over mute and unmute/video on and off (when they speak, unmute themselves and begin video. When they're finished, stop video and mute themselves—this will make them disappear on the live-stream once they're</li> </ul>	<ul style="list-style-type: none"> <li>✓ Set a "call" time well ahead of your event (at least a half hour) and make time to go through reminders. You can be on the meeting ahead of guests arriving, and use the "waiting room" feature to let them in at the desired time.</li> </ul> <p><b>A checklist to go through with your panellists before you go live:</b></p> <ul style="list-style-type: none"> <li>✓ Plug their computer into a power source</li> <li>✓ Turn off phone and any notifications on devices (including their computers as people will hear these sounds)</li> <li>✓ Test their sound</li> <li>✓ Go over mute and unmute/video on and off (when they speak, unmute themselves and begin video. When they're finished, stop video and mute themselves—this will make them disappear on the live-stream once they're speaking is finished)</li> </ul>

	<p>speaking is finished)</p> <ul style="list-style-type: none"> <li>✓ When speaking each time, have them say their name (in case you have audio-only listeners) for context</li> <li>✓ Remind them that they can send a question via chat to any of the hosts at any point.</li> </ul>	<ul style="list-style-type: none"> <li>✓ When speaking each time, have them say their name (in case you have audio-only listeners) for context</li> <li>✓ Remind them that they can send a question via chat to any of the hosts at any point privately or to the entire group.</li> </ul>
<b>ITEM</b>	<b>WEBINAR</b>	<b>MEETING</b>
<b>Going Live</b>	<ul style="list-style-type: none"> <li>✓ Have everyone mute themselves and stop their video (except the person beginning the event OR, if you are starting with a slideshow, the person running tech can have their screen share ready to go).</li> <li>✓ Press RECORD if you want a record of the event (you can record to the zoom cloud or the host's local computer)</li> <li>✓ Press BROADCAST (this means that anyone calling into the webinar will now be given access to listen in, and any audience/attendees will be able to view the content that has begun)</li> <li>✓ If streaming live to YouTube or Facebook, enable that now (remember there is a 20 second lag)</li> <li>✓ Lock the webinar once everyone is in (if you wish)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Click on "waiting room" and "ADMIT" all guests to the meeting</li> <li>✓ You may lock the meeting once all your attendees are in the meeting</li> <li>✓ If streaming live to YouTube or Facebook, have the host enable that now (remember there is a 20 second lag)</li> <li>✓ Press RECORD if you want a record of your meeting</li> </ul> <p><b>Once everyone is in the meeting, you can give them some reminders:</b></p> <ul style="list-style-type: none"> <li>✓ Keep themselves on <b>mute</b> while on the call. If they have a question during Q+A, they will need to unmute themselves to ask.</li> <li>✓ If they wish to see all people on the call, have them click "<b>gallery view</b>". If they want to mainly see who is speaking, have them click on "<b>speaker view</b>".</li> <li>✓ Encourage them to <b>use the chat box</b> throughout the session if this is something you'd like to have happen. They can also message individuals.</li> </ul>

ITEM	WEBINAR	MEETING
<b>Ending Your Event</b>	<ul style="list-style-type: none"> <li>✓ Say goodbye to your attendees</li> <li>✓ Message your panellists that they may logout</li> <li>✓ Press END RECORD and END WEBINAR</li> <li>✓ Stop the stream on YouTube or Facebook</li> </ul>	<ul style="list-style-type: none"> <li>✓ Say goodbye to your attendees</li> <li>✓ Press END RECORD</li> <li>✓ Stop the stream on YouTube or Facebook</li> <li>✓ Click “End Meeting for All”</li> </ul>
<b>Post-Event</b>	<ul style="list-style-type: none"> <li>✓ Determine if you want to edit your recording and post to any media channels or website</li> <li>✓ Post your live-stream video to YouTube (within YouTube) if you’ve done the live-stream</li> </ul>	<ul style="list-style-type: none"> <li>✓ Determine if you want to edit your recording and post to any media channels or website</li> <li>✓ Post your live-stream video to YouTube (within YouTube) if you’ve done the live-stream</li> </ul>

*If you wish to have a consultation or brief meeting with Baptist Women to ask more questions, please reach out to [bwoq@baptist.ca](mailto:bwoq@baptist.ca)*