



HMS Zoom Webinar

BEST PRACTICES

HMS-IT
Harvard Medical School
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Why use Webinars?

Zoom Meetings vs. Zoom Webinars



	Zoom Meetings	Zoom Webinar
Content Sharing	All Participants	Panelists Only
Audio	All Participants	Panelists Only
Video	All Participants	Panelists Only
Best Used For	Face to Face Meetings, Document Sharing, Interactive Meetings...	Product Training, All Hands, Customer Onboarding...
	Full interaction & collaboration between all participants	Attendees join in "Listen & View only" mode

- Certain features are only available in Zoom Webinars.
- Webinar features create a better experience for “one-to-many” type communications.
- See the table to the left for a comparison of Zoom Meetings and Zoom Webinars.

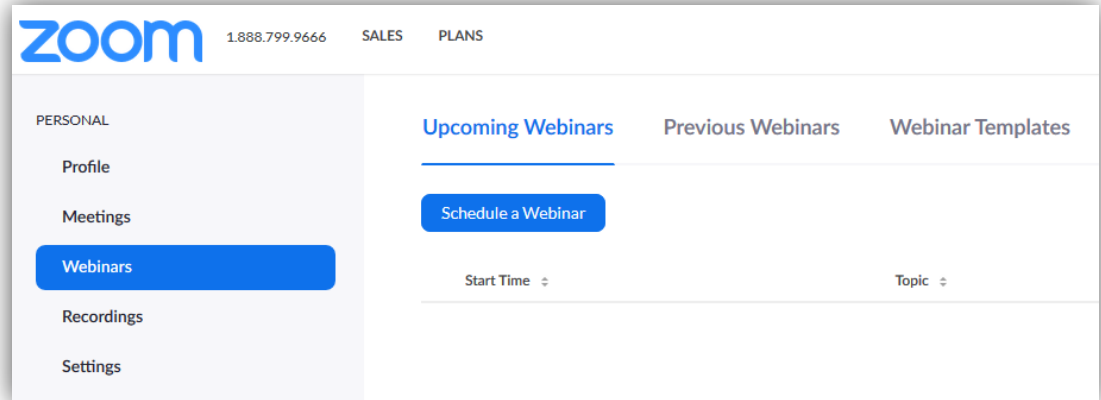
Request Webinar Access

- Webinar features are available to all HMS Zoom users upon request.
- There are a limited number of licenses that are shared among the Harvard Zoom Community.
- Features are deactivated after your event (on a specified end-date)
- 500 Attendees by default, please specify if you need capacities greater than 500.
- To request access fill out this [Request Form](#)
- Or contact itservicedesk@hms.harvard.edu
617-432-2000



Schedule a Zoom Webinar

- To get started, login to your Zoom account by going to <https://Harvard.Zoom.us>
- Click Webinars
- Click Schedule a Webinar



HMS Zoom Webinar



Always Enable Webinar Password!



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Setup Your Webinar

Key features and Settings

Password Protect
your Webinar

Enable Practice
Session

Select HMS

The screenshot shows a 'Registration' settings page for a webinar. It includes sections for 'Webinar Password', 'Video', 'Audio', 'Webinar Options', 'School', and 'Alternative Hosts'. Three red arrows point from the text boxes on the left to the following settings:

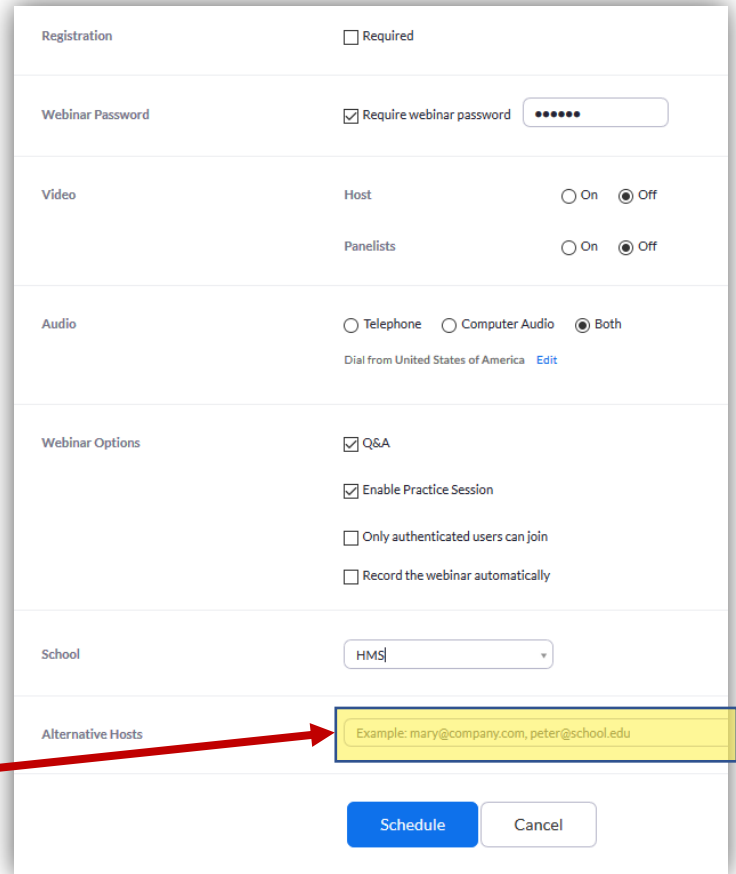
- Webinar Password:** The 'Require webinar password' checkbox is checked.
- Webinar Options:** The 'Q&A' and 'Enable Practice Session' checkboxes are checked.
- School:** The dropdown menu is set to 'HMS'.

Other visible settings include: 'Required' (unchecked), 'Host' (Off), 'Panelists' (Off), 'Audio' (Both), 'Dial from United States of America' (with an 'Edit' link), and 'Alternative Hosts' (Example: mary@company.com, peter@school.edu). At the bottom are 'Schedule' and 'Cancel' buttons.



- We recommend avoiding the use of Alternative Hosts
- Please note – users entered into this field **will not receive an invite to the Webinar**
- Please invite Panelists during the next step. Panelists can be promoted to Host/Co-Host during the Webinar

Alternative Hosts



The screenshot shows a configuration form for a webinar. The fields and their values are:

- Registration: Required
- Webinar Password: Require webinar password (password field with 6 dots)
- Video: Host On Off; Panelists On Off
- Audio: Telephone Computer Audio Both; Dial from United States of America [Edit](#)
- Webinar Options: Q&A; Enable Practice Session; Only authenticated users can join; Record the webinar automatically
- School: HMS|
- Alternative Hosts: Example: mary@company.com, peter@school.edu (highlighted in yellow)

Buttons: Schedule (blue), Cancel (white)



Customize Your Webinar

Engage Your Audience

Invite Your Presenters

Invite Your Audience

The screenshot shows a webinar customization interface. At the top, there are buttons for "Save this Webinar as a Template", "Edit this Webinar", and "Start this Webinar". Below these are navigation tabs: "Invitations", "Email Settings", "Branding", "Polls", "Q&A", "Integration", and "Live Streaming". The "Polls" and "Q&A" tabs are highlighted with a yellow box and a red arrow from the "Engage Your Audience" callout. Under the "Invitations" tab, there are two main sections: "Invite Panelists" and "Invite Attendees". The "Invite Panelists" section shows "No panelists invited" and an "Edit" button. The "Invite Attendees" section shows "Webinar Size: 500 attendees", a "Link to join Webinar" with a URL, and buttons for "Copy the invitation" and "Email me the invitation". At the bottom, there is an "Approval" section with "No Registration Required" and an "Edit" button. Red arrows point from the callouts to the "Invite Panelists" and "Invite Attendees" sections.

Customize Your Webinar After Scheduling

Panelists: Heard and seen by attendees

Attendees: Viewers of the event that cannot be seen nor heard



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To Invite Panelist:
Click **Edit** and enter name and email

Save this Webinar as a Template Edit this Webinar Start this Webinar

Invitations Email Settings Branding Polls Q&A Integration Live Streaming

Invite Panelists No panelists invited Edit

Invite Attendees Webinar Size: 500 attendees Copy the invitation Email me the invitation

Link to join Webinar
<https://harvard.zoom.us/j/95284476263?pwd=dXBCMGxBR1BsZkZTZjg1R...>

Approval No Registration Required Edit

Panelists

Invite a person or a Zoom room as a webinar panelist

Name	Email/Zoom Rooms	
John Smith	John_Smith@hms.harvard.edu	Delete
Name	Email Address	Delete

Add Another Panelist

Send invitation to all newly added panelists immediately

Save Cancel

To send Attendee Invite:
Click **Copy the invitation** and copy and paste the invite

Copy Attendee Invitation

Attendee Invitation

Hi there,

You are invited to a Zoom webinar.
When: May 1, 2020 10:00 AM Eastern Time (US and Canada)
Topic: Introduction to Zoom Webinars

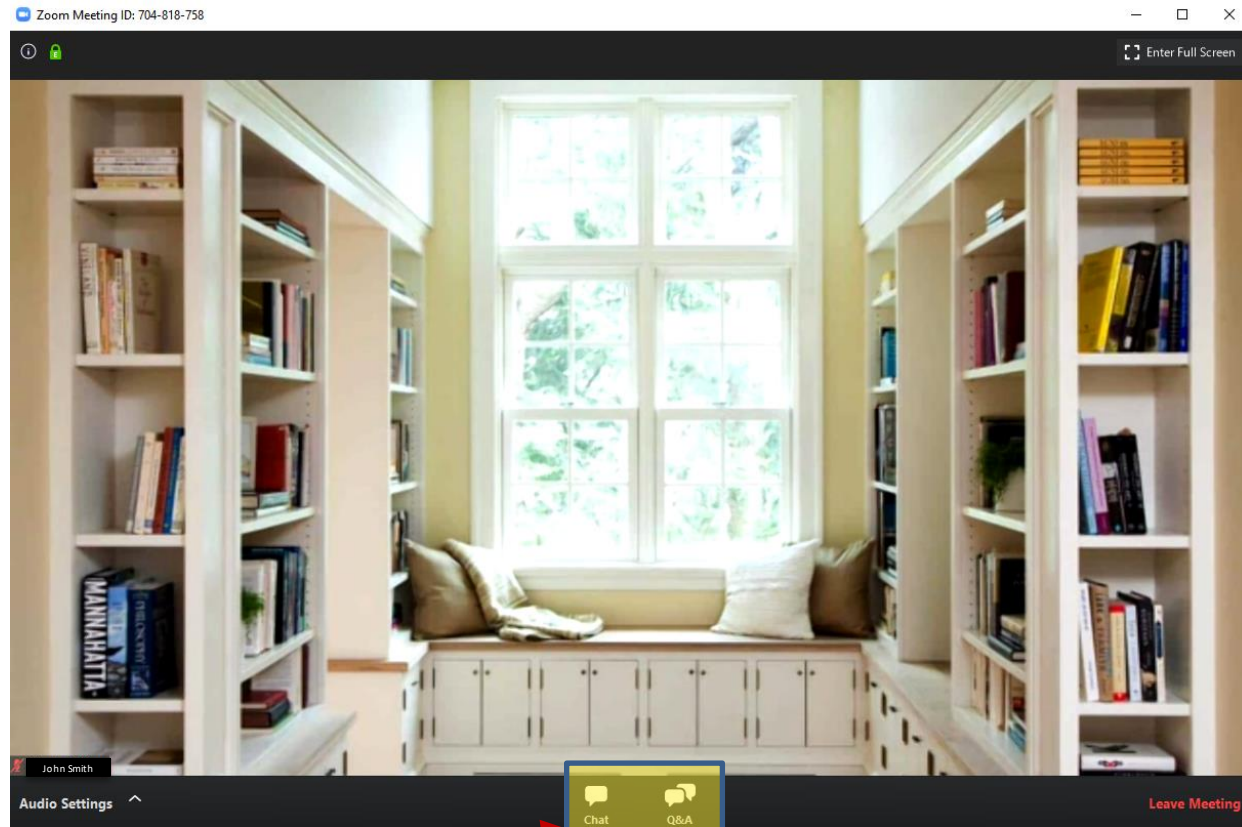
Please click the link below to join the webinar:
[https://harvard.zoom.us/j/92379089047?](https://harvard.zoom.us/j/92379089047?pwd=NjNKWS85MEU4NGNraWc4RTV3NXZjQT09)
pwd=NjNKWS85MEU4NGNraWc4RTV3NXZjQT09
Password: 684707

Or iPhone one-tap :
US: +19294362866,92379089047# or +13017158592,,92379089047#
Or Telephone:

Copy Attendee Invitation Cancel



Zoom Webinar Participant View



Limited Options = Secure Webinar



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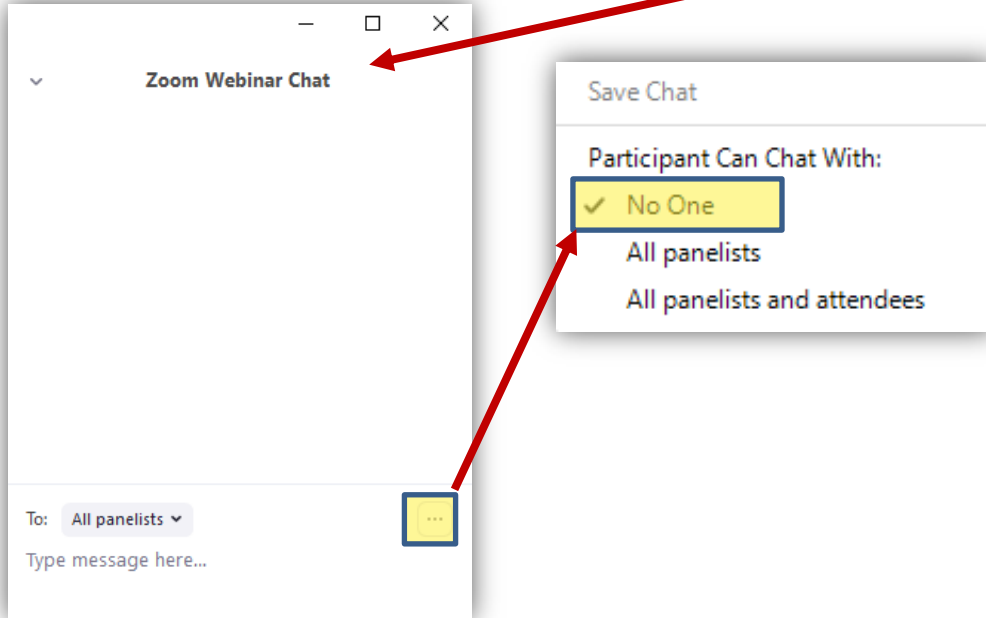
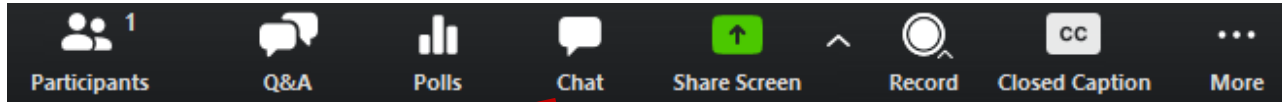
Attendee Management

The image shows a Zoom meeting interface. At the top, a dark navigation bar contains icons for Participants (1), Q&A, Polls, Chat, Share Screen, Record, Closed Caption, and More. Below this, the Participants panel is open, showing a list of participants with 'John Smith (Host, me)' listed. A red arrow points from the 'Participants' icon in the top bar to the Participants panel. Another red arrow points from the three-dot menu in the bottom right of the Participants panel to the Attendee Management settings menu. The settings menu is a white box with a grey border, containing various options with checkboxes and text. Several options are highlighted with yellow boxes: 'Play Enter/Exit Chime', 'Raise Hand', 'View the Participant Count', and 'Active Speaker View'. Other options include 'Mute Panelists on Entry', 'Allow Panelists to Unmute Themselves', 'Allow Panelists to Rename Themselves', 'Lock Webinar', 'Allow Panelists to Start Video', 'Allow Attendees to:', 'Set video layout for attendees:', 'Follow host view mode', 'Gallery View', and 'Merge to Meeting Window'.

- We recommend disabling the “Play Enter/Exit Chime” to avoid the distracting sound each time an attendee joins the webinar
- Optional: Disable the “Raise Hand” and “View the Participant Count” options to reduce the available options for attendees
- Control the Attendee’s view:
 - Active Speaker View is best for one speaker at a time
 - Gallery View is best for panels or multiple speakers

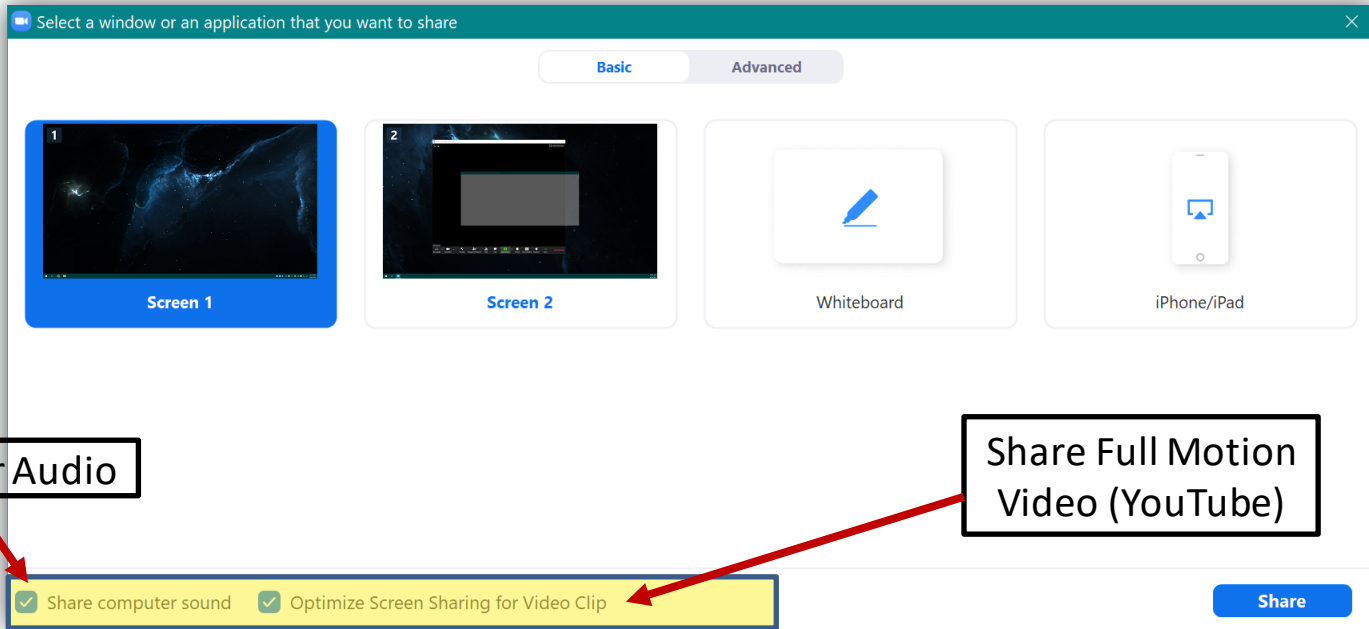


Calm the Chatter



- We recommend that Chat is disabled for Webinars. This avoids the scenario of unwanted or profane messages seen by all other attendees in the chat.
- Instead use the Q&A function to take questions privately from your attendees.

Share Your Screen



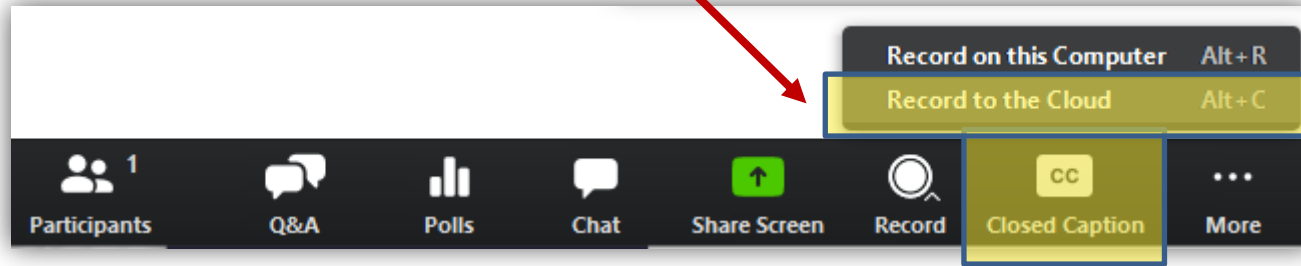
- If you or a panelist are sharing a video during your Webinar be sure check these highlighted options.



Record The Event

No Cost, Most Flexible,
Share Recording

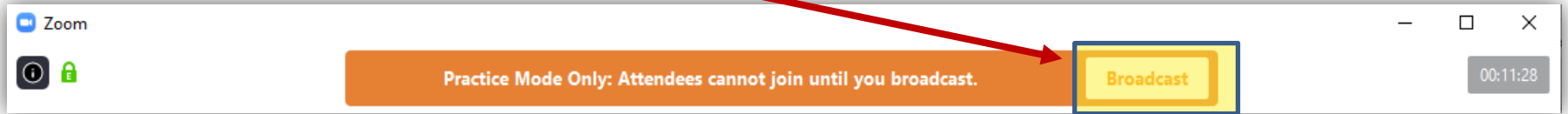
- If you wish to record your Webinar press the Record button in the lower toolbar and select “Record to the Cloud”.



Start Recording 10-Minutes Before Event

Go Live! – “Broadcast”

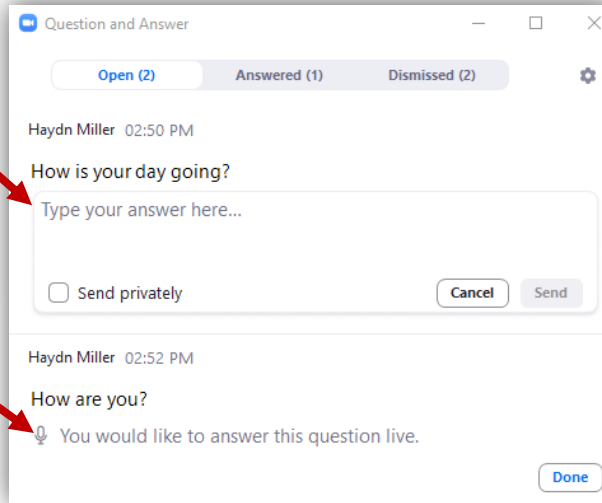
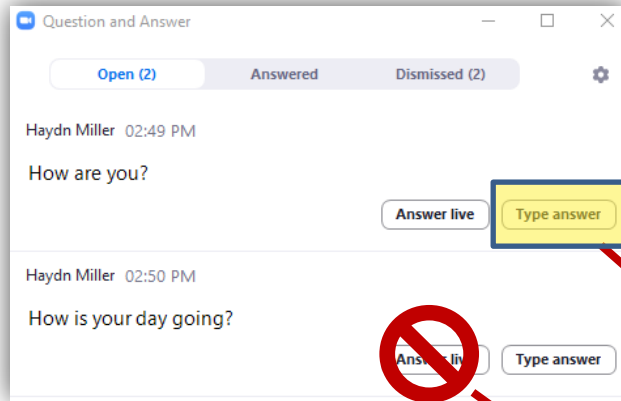
- The Practice Session allows the Webinar Hosts and Panelists to meet and communicate before going live.
- Once you are ready, press “Broadcast” to open the Webinar to Attendees.



Go Live 5-Minutes Before Event Start

Show Welcome Slide

Questions & Answers



- When questions are received from your attendees that will show in the Open section of the Q&A window.
- We recommend using the “Type answer” option instead of “Answer live”.
- “Answer live” will reveal the name of the asker to all other attendees.

Privacy Concern - **Answer Live** Button Shows Name of the Asker to Audience



Additional Recommendations

- After going live, wait a few moments for people to join.
- Determine how Q&A will work with your panelists and attendees before the meeting starts.
 - For example, questions can be received via the Q&A feature or they could be asked live by promoting an attendee to Panelist or Allow to talk
- Announce to your attendees verbally or by chat how and when you will take questions.

