HMS Zoom Webinar

BEST PRACTICES

Table of Contents

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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
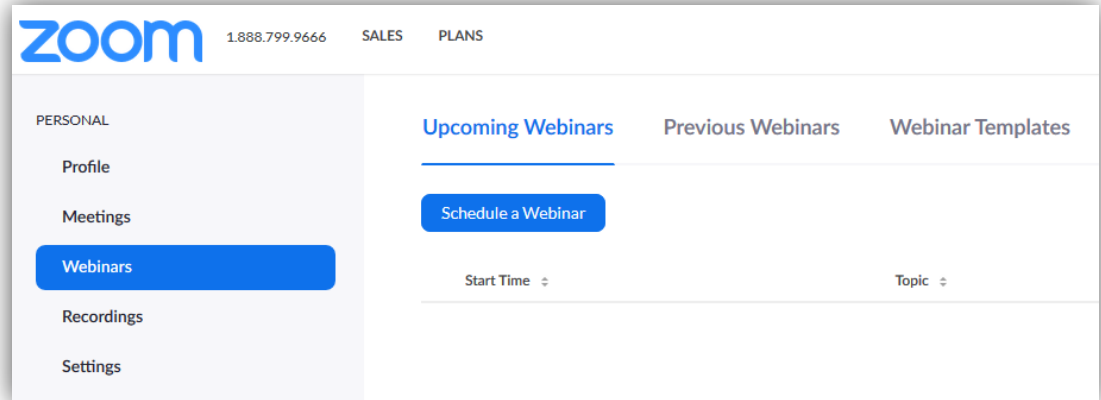
HMS Zoom Webinar

Always Enable Webinar Password!

Setup Your Webinar
Key features and Settings

Password Protect your Webinar

Enable Practice Session

Select HMS

- 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

Customize Your Webinar

Customize Your Webinar After Scheduling
Panelists: Heard and seen by attendees
Attendees: Viewers of the event that cannot be seen nor heard

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

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

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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

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)
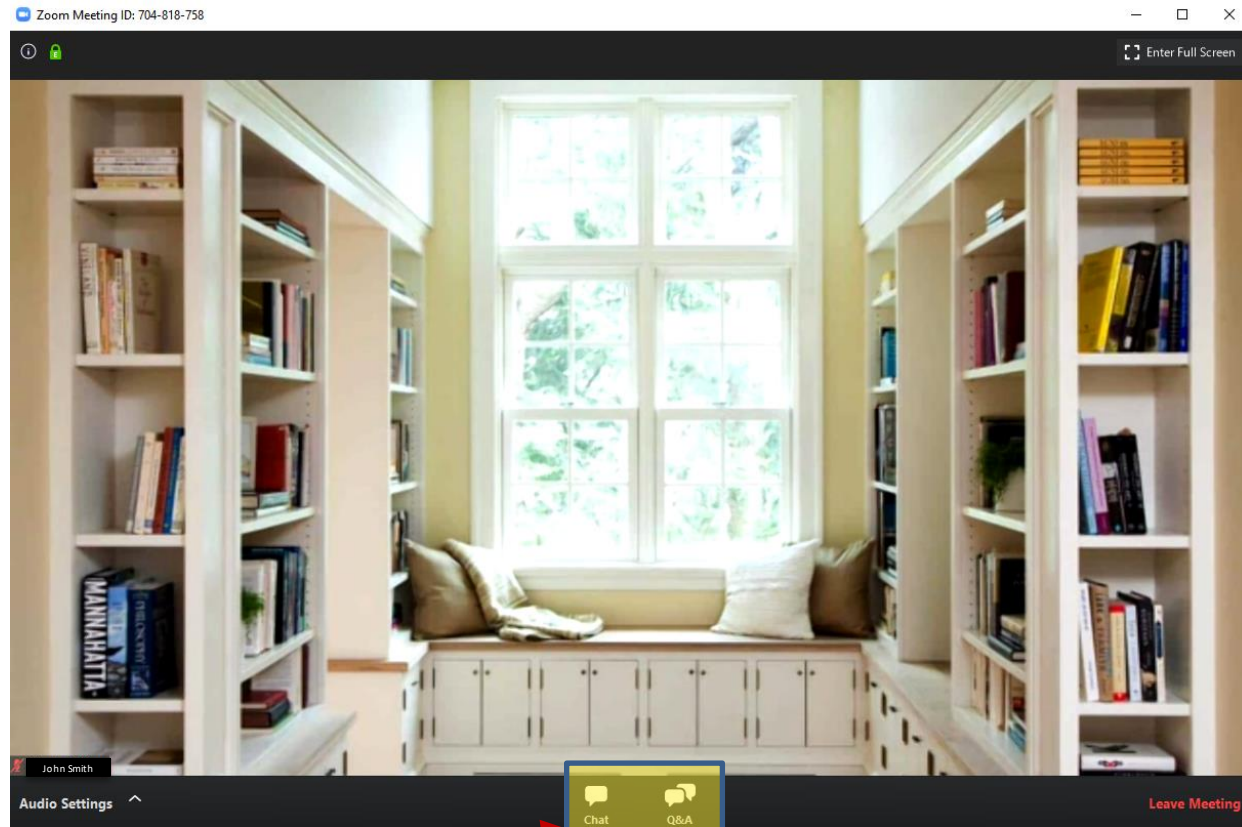Topic: Introduction to Zoom Webinars

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

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

Copy Attendee Invitation   Cancel

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

Zoom Webinar Participant View

Limited Options = Secure Webinar

Attendee Management

- 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
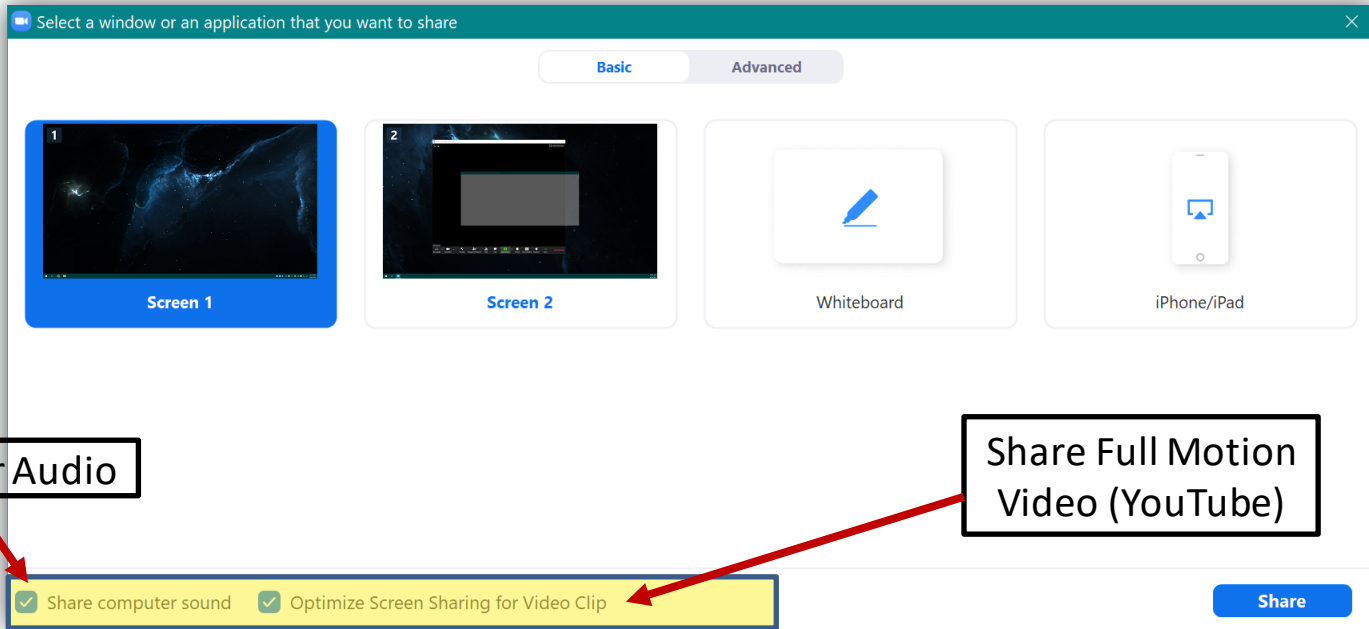
Calm the Chatter
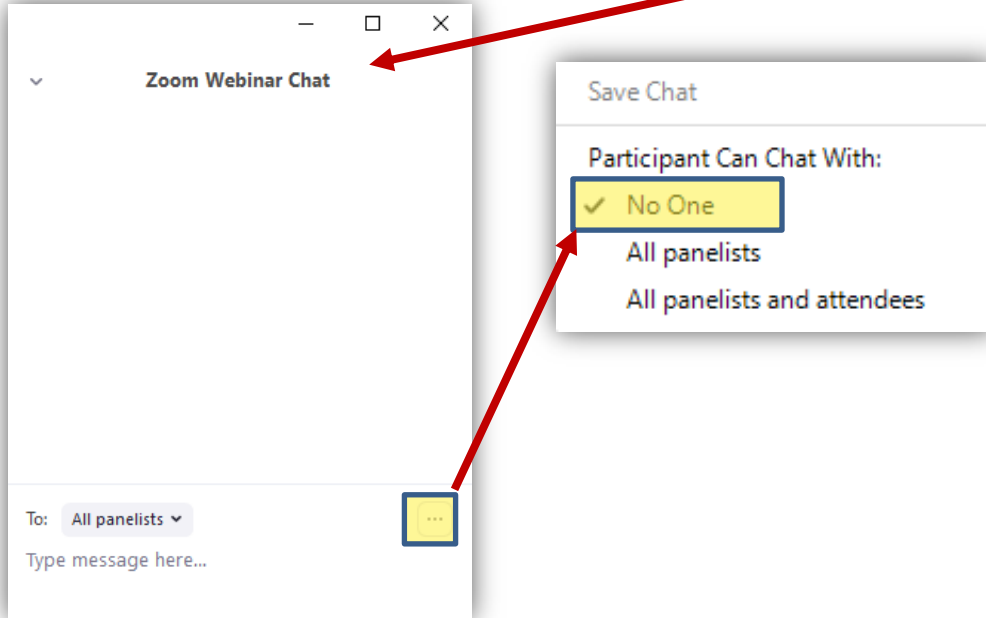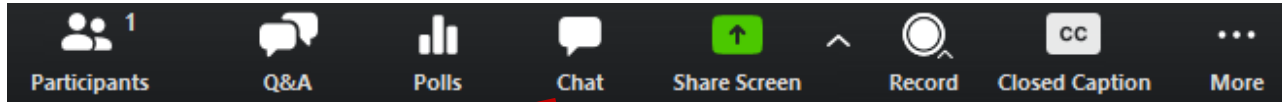
- We recommend that Chat is disabled for Webinars. This avoids the scenario of unwanted or profane messages seen by all other attendees in the chat.

- Instead use the Q&A function to take questions privately from your attendees.
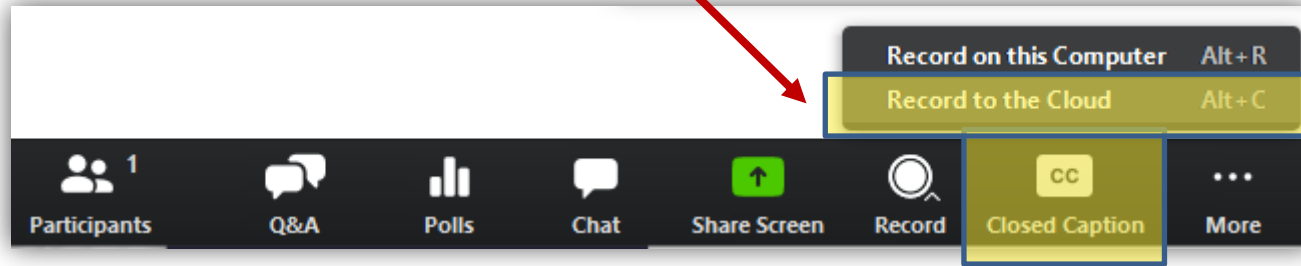
Share Your Screen

- 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
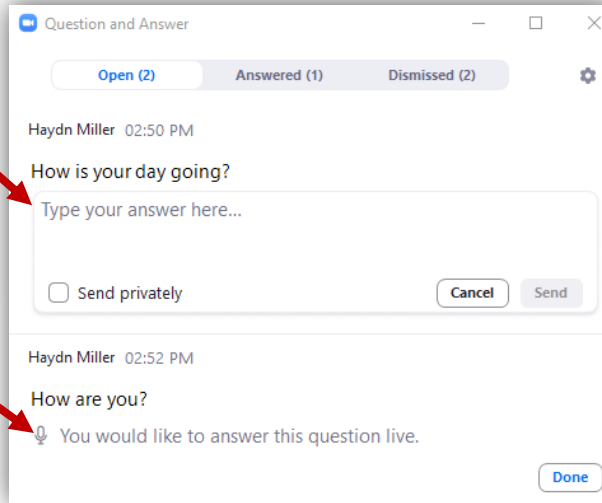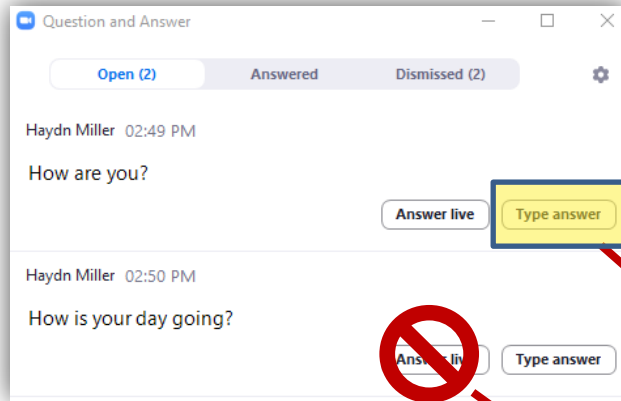
Go Live! – "Broadcast"

- 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.
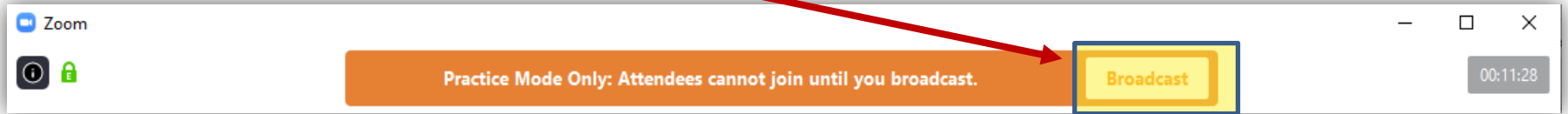
Go Live 5-Minutes Before Event Start

Show Welcome Slide

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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

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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.