

# NCJWebinar Leadership Series: Tips & Tricks to Hosting a Zoom Webinar

August 24, 2020 at 1:30pm ET

**Trainer:** Lindsay Morris & Samantha Weil

**Board Member opening/closing:** Laura Monn Ginsburg

**Backend:** Samantha Weil / Jane Yamaykin / Lindsay Morris (315-882-2406)

**Closed Captioning:** Stephanie Gofigan

**Powerpoint Presentation:**

Staff Roles:

- Screen share: Lindsay
- Polls: Samantha
- Chat/Tech support: (check [action@ncjw.org](mailto:action@ncjw.org)): Jane/Samantha (when not presenting)
- Attendance & start recording: Jane
- Welcome attendees: all

**Zoom (Meeting Mode):**

By computer: <https://ncjw-org.zoom.us/j/97510488577>

By phone: 646 876 9923; Meeting ID: 975 1048 8577

**Description:** Tips & Tricks to Hosting a Zoom Webinar

Join the Engagement and Leadership team to learn best practices for hosting virtual events using Zoom webinars. Learn how to run the tech in the back-end of the webinar mode and tips and tricks for creating engaging virtual programming. Hear examples of section's successes and gain ideas you can replicate in your own events. You'll leave with templates and specific recommendations to effectively run webinars.

Prior to this training, please read [Zoom Meeting & Webinar — The Basics and Best Practices NCJW Resource](#). For more, check out Zoom resources [Roles in a webinar](#), [Managing participants in a webinar](#), [All About Zoom Webinar](#) (starting at minute 33:00), and [other Zoom resources and "how to's."](#)

*This webinar is geared towards section leaders and staff who are running Zoom webinars. All interested leaders and staff are welcome. If you are considering using national's zoom account for a webinar, please make sure to attend this webinar.*

**Goals:**

- Sections will gain technical knowledge for how to run the back-end of a zoom webinar.
- Sections will learn best practices for implementing engaging virtual events and walk away with new ideas based on the successes of other sections.

## Agenda:

Time	Person	Activity/Process	Notes
		<p><b>Chat prompt:</b> What virtual events does your section have coming up? Share the event title or type of event (engagement, education, advocacy, service, etc) in the chat.</p>	
5 minutes	Laura Monn Ginsburg	<p><b>START RECORDING</b></p> <p><b>Opening</b></p>	
35 minutes	Lindsay	<p><b>How to: Tech</b></p> <p><i>Prompt question for the chat: What makes an online event successful from a planner's perspective?</i></p> <ul style="list-style-type: none"> <li>● <b>Review agenda.</b></li> <li>● <b>Difference between mtg &amp; webinar</b></li> <li>● <b>Roles:</b></li> <li>● <b>Review icons and tech options</b></li> <li>● <b>Practice</b></li> <li>● <b>Q&amp;A</b></li> </ul>	<p>Link to request webinar:</p> <p><a href="https://www.ncjw.org/section-resources/request-a-section-webinar-using-nationals-zoom-account/">https://www.ncjw.org/section-resources/request-a-section-webinar-using-nationals-zoom-account/</a></p> <p><a href="http://www.ncjw.org/wp-content/uploads/2020/08/NCJWs-Zoom-Best-Practices.pdf">http://www.ncjw.org/wp-content/uploads/2020/08/NCJWs-Zoom-Best-Practices.pdf</a></p>
5 minutes	Samantha to facilitate	<p>Group Discussion:</p> <p>What tactics/activities/ practices have made your events successful and engaging?</p>	

<b>10 minutes</b>	Samantha	<p><b>Tips, Tricks, &amp; Best Practices for Creating Engaging Events</b></p> <p>Prompt question: <i>How do you promote your events to increase your audience size and reach?</i></p> <p>Share best practices, tips, and suggestions. (include marketing tips about inviting national network and partnering with other sections)</p>	
<b>5 minutes</b>	Laura	<p><b>Closing</b> <b>STOP RECORDING</b></p>	

**Remarks:**

**Opening Script**

Hello everyone, I'm Laura Monn Ginsburg, an NCJW Board Director and Immediate Past President of Minnesota Section and I'm so excited to welcome you to our *NCJWebinar for Leaders!* The National Council of Jewish Women has launched a uniquely tailored version of the NCJWebinar series open exclusively to our leadership network and dedicated to creating an online space to connect, learn together, and provide leadership training and skills.

We are so excited to offer a training on how to use zoom webinar mode. In the next hour we'll cover how to run the tech side of zoom webinars and best practices for creating engaging virtual programs as you move your events online during the pandemic.

We're so glad you are able to join us today!

A few housekeeping notes before we get started:

- You'll notice everyone's mics are muted. This is to prevent background noise. You are welcome to unmute during group discussions, and we'll let you know when it's time.
- Feel free to write questions down or drop them in the chat box as we go along, and we'll have time to review them at the end.
- Write in the chat if you are experiencing ongoing technical issues, but please note our limited capacity to address issues while the webinar is running.
- We are recording the webinar and will upload it to our website to share with those who cannot attend in person.

- Please include your name, section, and title in your zoom name. When you speak during the interactive discussions today, we'll ask you to introduce yourself with these three pieces of information.

With that, it is my pleasure to introduce:

**Lindsay Morris** is the Director of Engagement and Leadership. In her role, she supports sections through trainings, resources, networking opportunities, and one-on-one support. In the last year, she has coordinated dozens of Zoom events, including many of the recent NCJWebinars, and is eager to share what she's learned with you. Lindsay has been at NCJW for ten years, the first 9 in the Government Relations and Advocacy department focusing on grassroots engagement and leadership development.

**Samantha Weil** is the Field Services Associate at NCJW. As part of the Engagement and Leadership team, Samantha manages our NCJWebinars Leadership Series and facilitates many of our leadership cohort calls including monthly Section Presidents Calls. Whether designing virtual or in-person events, Samantha is passionate about planning engaging events that mobilize NCJW advocates and leaders. She has worked at NCJW for the last three and a half years.

**Jane Yamaykin** (rhymes with Jamaican) is Field Manager on the Engagement and Leadership team. Having started at NCJW just this March amid the pandemic, she's hit the ground running supporting sections and planning and running tech for section and national Zoom meetings and webinars. She joins us with over 15 years of nonprofit experience including volunteer management, member services, fundraising, and marketing.

We are very pleased for our Engagement and Leadership Team to lead us today in this important session.

*\*Pass it off to Lindsay.\**

### **Closing Script:**

Well, that's all the time we have for today. Thank you so much for joining us to learn about Tips & Tricks to Hosting a Zoom Webinar. The recording of this webinar will be shared with everyone who registered in the next few days and posted on our website along with the resources from the training, including the presentation with remarks in the notes section, NCJW's best practices resource, a sample agenda, and the form to request a zoom webinar link.

Please take a moment to complete the poll on your screen about this webinar. Your feedback is important as we plan future trainings. If you have any feedback, please email Samantha Weil at [sweil@ncjw.org](mailto:sweil@ncjw.org).

Join NCJW at a special event to learn more about promoting the vote and protecting the vote with Stacey Abrams, voting rights activist and Founder of Fair Fight Action, on September 15 from 4:30-5:30 pm ET.

Attend for our next NCJWebinars Leadership Series training “**Donor Engagement & Journey Mapping**” on Monday, September 14 at 1:30pm ET. Join the Greater Good Strategy team to learn about digital fundraising, engagement, and stewardship for your section. Using prospective donor profiles, we’ll work together to answer the questions: What is the tipping-point in their decision-making to become a donor? How do we get donors to be more engaged and more deeply committed to your section’s work? How do we encourage their journey from “fan” to repeat donor?

Join NCJW at [Women Take the Stage](#), on Wednesday, August 26, 9:00pm ET, a free virtual concert and rally event marking the centennial of the 19th Amendment and acknowledging that we have yet to achieve free, fair and safe elections for all.

Thank you so much to Lindsay and Samantha for sharing their expertise, and thank you again for joining.

Please stay well and we look forward to seeing you again soon.