



**NATIONAL COUNCIL** *of* **JEWISH WOMEN**

## Tips & Tricks to Hosting a Zoom Webinar

August 24, 2020

# Agenda

- Welcome
- How to run a Zoom webinar
- Best practices for creating engaging events
- Q&A
- Next steps



Thank you, Laura! Welcome everyone. In the next 55 minutes, we're going to cover Zoom webinar functions, best practices for creating engaging online events, and have time for Q&A. If we run out of time, we can stay on for another 30 minutes to go through your questions.

It's amazing to see how quickly NCJW sections and leaders transitioned your events, meetings, and programs to Zoom. And while we missed seeing you all in person at Convention, we're grateful to offer online trainings and webinars to you and your sections. And it gives us the opportunity to see you regularly. Each time we host a Zoom meeting or webinar or attend a sections event we learn something new. And we are excited to share what we've learned with you and create a space for you to add to those best practices.

And I want underscore the point, each time I host a webinar or meeting on Zoom, I become more comfortable, learn from my mistakes, and identify what best practices work for me. And I expect the same will happen to you.

And please be mindful that Zoom is regularly adding new features, so it's possible in a few months some of these settings will have improved or changed.

So let's start with a quick poll, so I know the range of familiarity with Zoom for you on today's training. Please take a moment to answer the question. We will send you the webinar and Powerpoint with our notes. You can go back and re-learn.

## Share in the chat:

*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.*

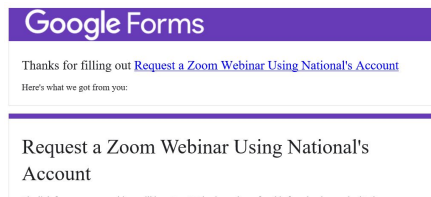
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if you haven't already, this is a great opportunity to see what other sections are doing

reminder, if your events are open to the public, we'd love to include information in our section spotlights in the monthly newsletter. we'll put the link in the chat. and please send the info in this week so it will be included in wednesday, September 2 newsletter

## Requesting to use National's Zoom account

- Complete the form online:  
[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/)
- Receive email confirmation
- Hear from us in 2-3 business days



The image shows a Google Form interface. At the top, there is a purple header with the text 'Google Forms'. Below this, a message reads: 'Thanks for filling out [Request a Zoom Webinar Using National's Account](#)'. Underneath, it says 'Here's what we got from you:'. The main content area of the form displays the title 'Request a Zoom Webinar Using National's Account'.

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We're excited to be able to offer you the use of our Zoom account for larger Zoom meetings and webinars. While there are some limitations to some of the behind the scenes Zoom settings because you don't have a Zoom log-in in our account, you still have a lot of control and flexibility.

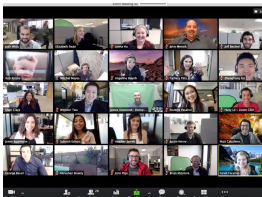
- If you don't have a Zoom webinar, complete our form to request a webinar link and prep sessions for your event
  - <https://www.ncjw.org/section-resources/request-a-section-webinar-using-nationals-zoom-account/>
    - the form includes a request for practice sessions. we recommend you plan on a practice session with your speakers, and another one if it's the first time you're using Zoom webinars to practice using the settings, options, and recording prior to your event.
    - After you complete the form successfully, you will receive a Zoom link for your webinar (and practice sessions.) Please note the links will be different.
  - When you join the webinar early, someone from our office will be on to make you or someone from your section the host.
- If you have a Zoom webinar account, be sure to set up in a webinar mode and not a meeting mode. And take time to go through your settings, including recording settings. Let's take a minute to decide when to use Zoom webinar or meeting mode



# Which mode to choose?

## Meeting Mode

- Community aspect
- Attendees have video & audio
- Breakout rooms



## Webinar Mode

- Focus on panelists
- Attendees are muted, no video
- Q&A function



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Meeting Mode - we are using a meeting mode now

- Community aspect - use to build relationships between attendees, attendees can chat 1:1 with each other
- Attendees have video & audio - can see and hear each other
- Breakout rooms - a great way to build relationships, brainstorm with smaller groups, interactive projects

Webinar Mode:

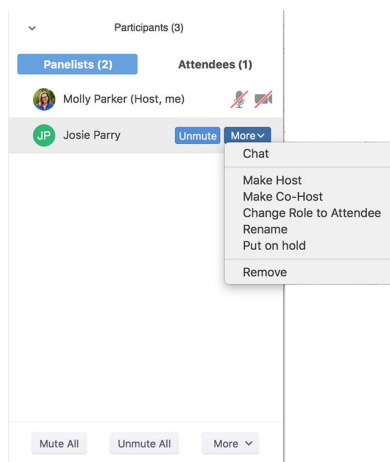
- Focus on panelists or presentation -
- Attendees are muted, no video - host can unmute an attendee or can move an attendee to a panelists. But attendees don't know who else is on
- Q&A function - different way to submit questions to the panelists
- chat is available, but attendees can only chat with panelists or panelists and attendees

Note: many of these features can be adapted during the meeting. for instance, the host can turn off chat functions. or prevent attendees from unmuting themselves in a meeting. we'll get to how to do this shortly.

Today we are going to focus primarily on Zoom webinars. Though much of what we discuss will be useful to know when hosting Zoom meetings.

# Zoom webinars roles

- 1 Host
- Co-host
- Panelist
- Attendee



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## Zoom Roles:

- **Host:** They have full permissions to manage the webinar, panelists, and attendees. There can only be one host of a webinar. The host can mute panelists, stop panelists' video, remove attendees from the webinar, determine what attendees see, and more.
  - Determine who you want to be the host prior to the event. The host can relinquish their host role during the webinar by giving it to someone else.
  - The webinar will have officially started when we get on the meeting. The host will have to officially end it when your webinar is done.
  - If you have your own Zoom account, you have more control with the settings, for instance, you can set up practice mode prior to officially starting the webinar for attendees to join.
- **Co-hosts:** The host can assign co-hosts during the meeting. Can manage attendees or starting/stopping the recording.
- **Panelist:** Are full participants in a webinar. They can be seen and heard by attendees, share their screen, and annotate. The host can turn panelists audio and video off. And can prompt them to turn them on.
  - sometimes Hosts need to prompt a speaker to turn their video on
  - Hosts can't turn on others video or audio
- **Attendee:** are view-only participants who can be unmuted if the host

- chooses. Their view of the webinar is controlled by the host. They can interact with the host and the panelists through the Q&A and the chat.
  - We recommend that you have someone in your event planning team join as an attendee and ensure that the view of the webinar is correct. If it's not, they should text or email the host. OR the host can join the webinar with their phone or another computer to keep an eye on the attendee's view.
  - Hosts can make attendees a panelist or co-host
  - We recommend that the host select "hide all non-video participants" for the webinar.

## Behind-the-scenes roles & responsibilities

- Share their screen
- Start and stop the recording
- Coordinate speakers
- Hospitality committee
- Monitor the chat or Q&A



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Prior to the event, identify volunteers or staff to run the tech and to welcome attendees. Determine who will take on the following responsibilities (one person can take on multiple):

- Share their screen
- Start and stop the recording
- Coordinate speakers
  - Ensure all speakers and organizers have joined the webinar
  - Prompt panelists to let them know they're up next
- Welcome attendees:
  - Provide tech support to attendees (consider 2 people for this role)
  - Welcome attendees (consider 2 people for this role) - this of this as the welcome committee you might have an at in-person event
  - Watch and respond to the chat or Q&A

Now we'll head into looking at Zoom features and settings. And thank you to Samantha and Jane for working with me last week to take screen shots. We hope some of the face expressions we captured bring a smile on your face.

# Webinar screen for hosts



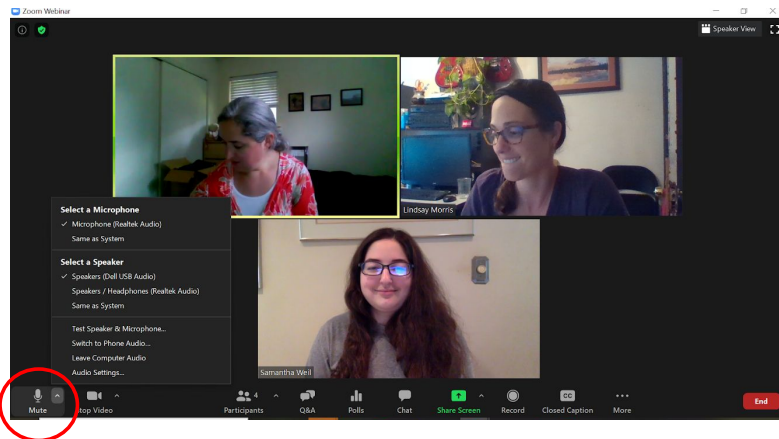
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- while I'll be focused on webinar mode, a lot of these features are also options in meeting mode
- we have most of the settings, what you're controlling in the back end is chat, Q&A, hitting record, panelists, AND I want to share other options and settings you have access to



# Understanding Zoom Controls

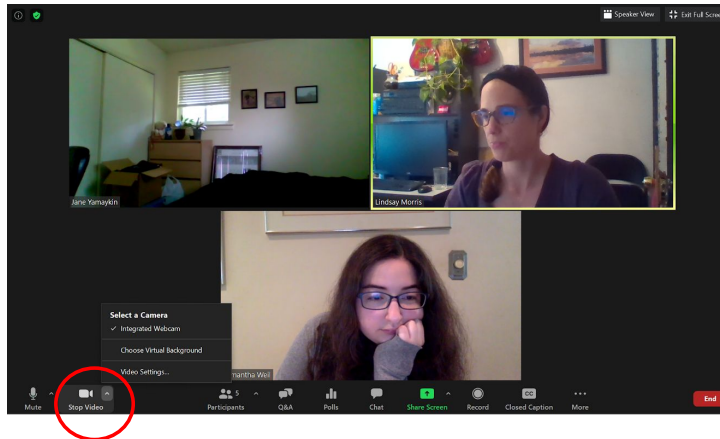
# Audio options & settings



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If anyone is having audio issues, there is where you should check first.

## Camera/video options

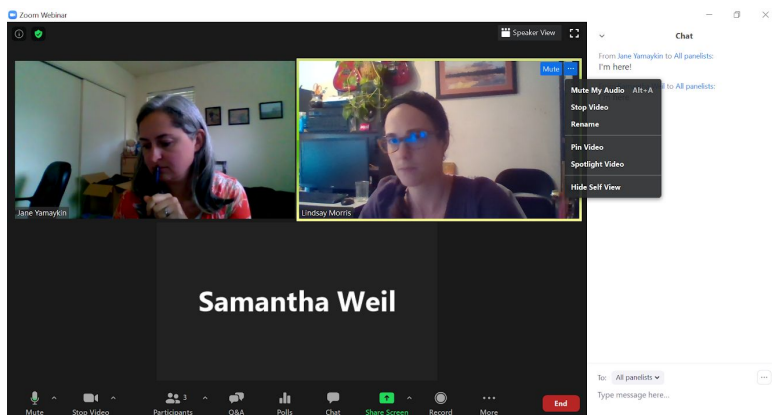


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Virtual background and choose which camera to use



## Options for host



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As host and co-host, you can click on the blue box with 3 dots next to any participant's video and have additional control options. Here's a screen shot of options that appear for the hosts. The next slide shows the options that appear for co-hosts and panelists.

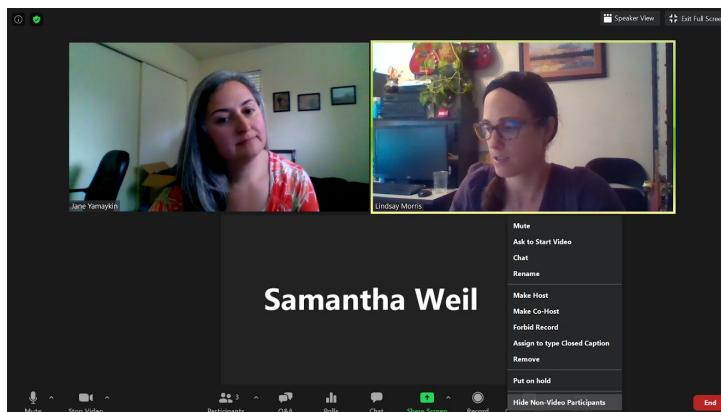
You can pin or spotlight a video during a meeting.

Pin screen allows you to disable active speaker view and only view a specific speaker. Pinning another user's video will only affect your local view in the Zoom Room, not the view of other participants and will not affect cloud recordings.

Spotlight video puts a user as the primary active speaker for all participants in the meeting and cloud recordings. To spotlight, you need at least 3 participants in the meeting with their video on and can only be done by the host.

Tip: Hide self-view is one of my new favorite features to combat Zoom fatigue.

## Options for panelists



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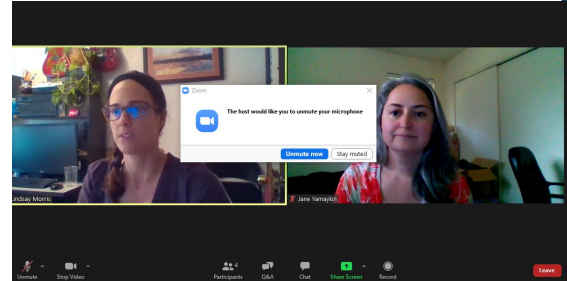
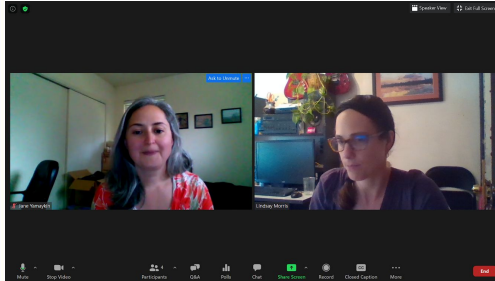
As a host, if you click on the blue box with three dots, next to a panelist videos, you have more control options.

When someone's video is shut off, I can select Hide Non-Video participants. As host, I always do this so I know which videos are on or off. And if need be, I can turn their video off so it doesn't appear for attendees.

Ask a panelists to unmute or start video when you're ready for them to appear on the screen. hosts are unable to unmute or start someones video. This is a new privacy feature on Zoom.

In this screenshot, you'll see the option to ask Samantha to 'start video.'

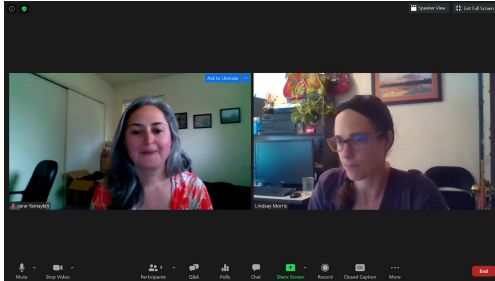
## Ask a co-host/panelist to unmute



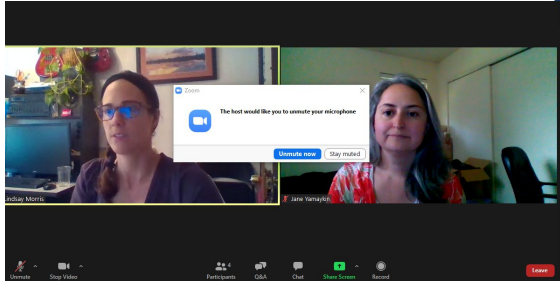
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As host you can't unmute or turn someone's video on. You need to request a panelist unmute or turn on their video

## Notice the different icon bar



Host bar (Lindsay)

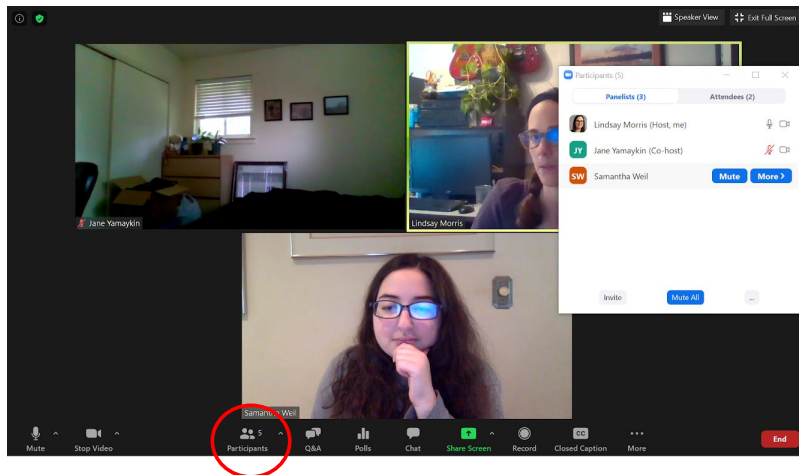


Co-host bar (Jane)

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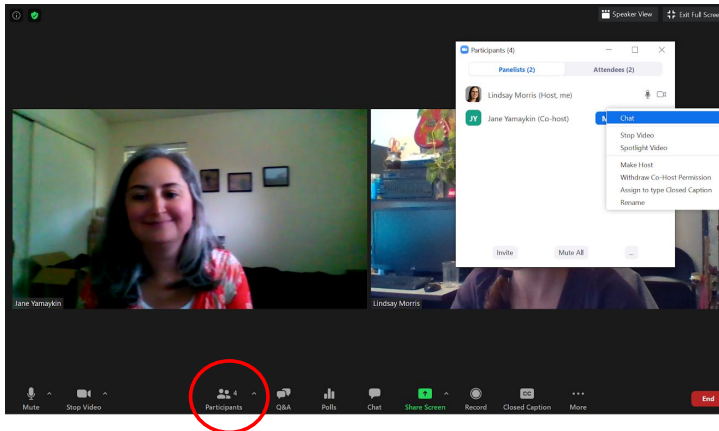
Hosts can't unmute or turn someone's video on

# Participant Icon



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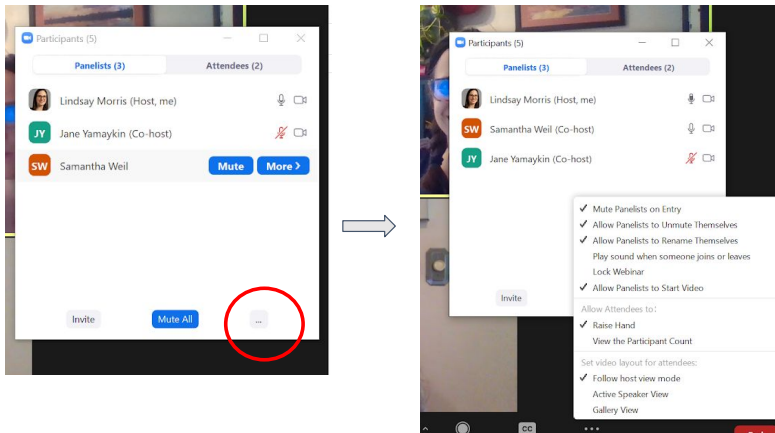
## Participant Icon: co-host options



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- these are option you can select for panelists and co-hosts
- for instance, i could assign Jane as the closed captioner, or I can make her host.

## Participant Icon: other options

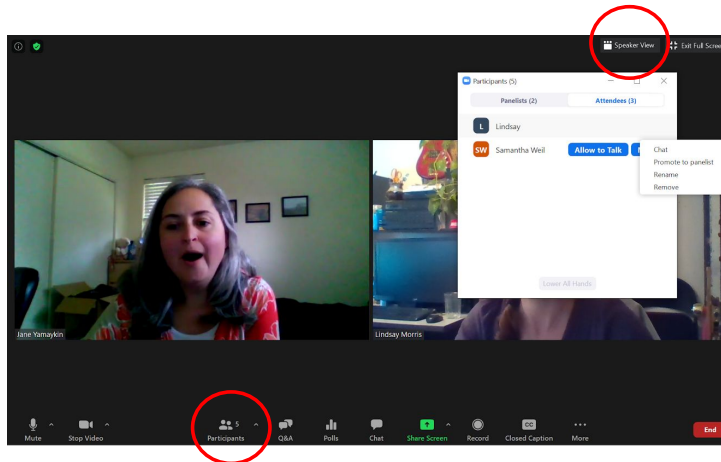


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click on the 3 dots to review all the options and check or uncheck what you want.

the items check are the default. you can change these settings if you'd like.

## Participant Icon: Options for Attendees



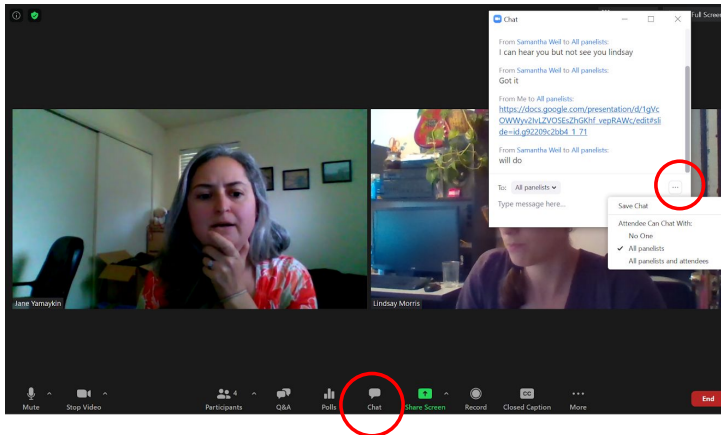
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hosts and co-hosts can select participants and view attendees. this is where you can promote an attendee to panelist or allow them to talk.

if the host selects “follow host view mode” in the top right corner allows you to change the view. Note: you are unable to change the view while the host’s screen is being shared.



# Chat options

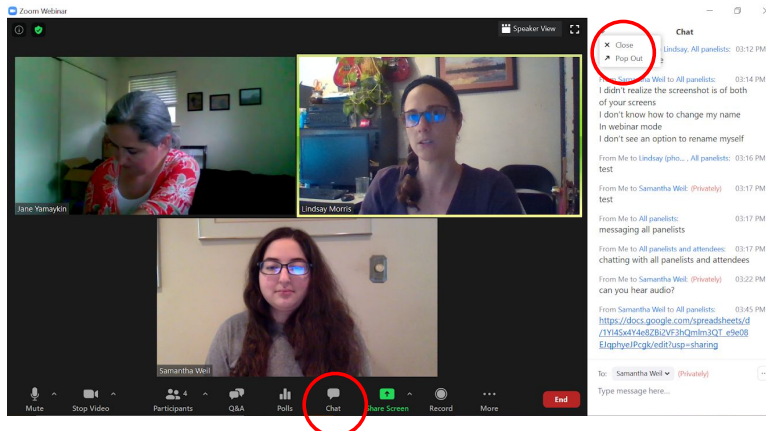


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The Question & Answer (Q&A) feature for webinars allows attendees to ask questions during the webinar and for the panelists, co-hosts and host to answer their questions.

Samantha will discuss polling later.

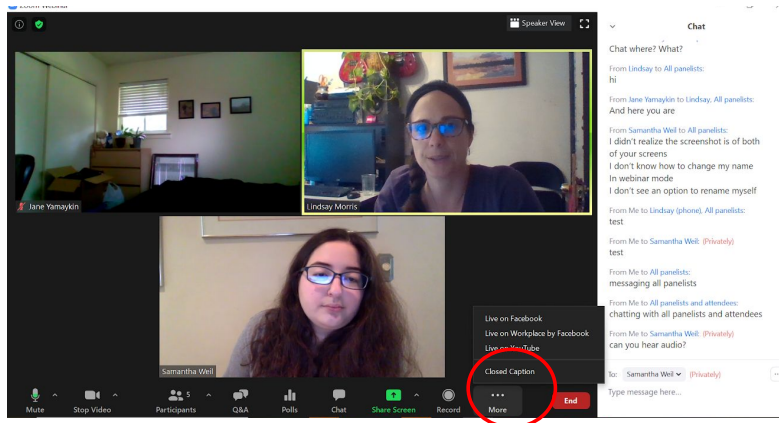
## Chat options continued



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- hosts and co-hosts can send:
  - private messages to each other and panelists
  - messages to all panelists & hosts
  - messages to all attendees
  - private message to an attendee (all panelists will also see this)

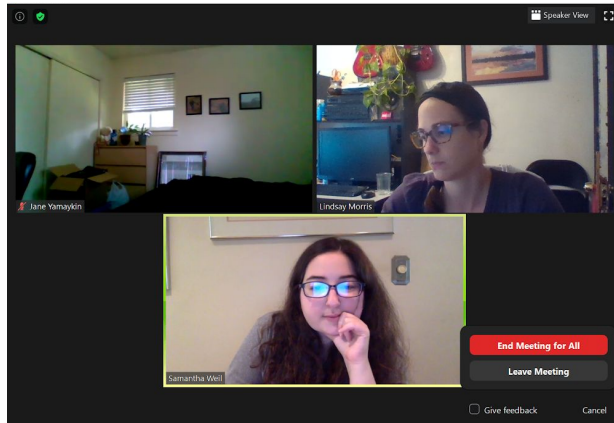
# Closed caption



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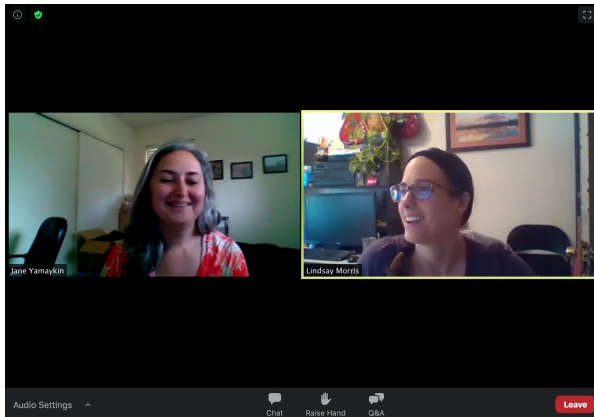
if monitor size is smaller, “Closed Caption” icon doesn’t appear, but can be found in “More”

## Host ends the meeting



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## View & icons for attendees



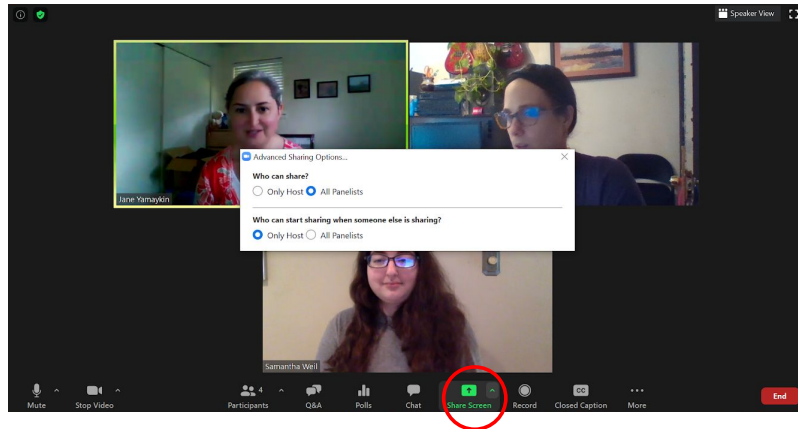
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this is in gallery mode



# Sharing your screen and computer audio

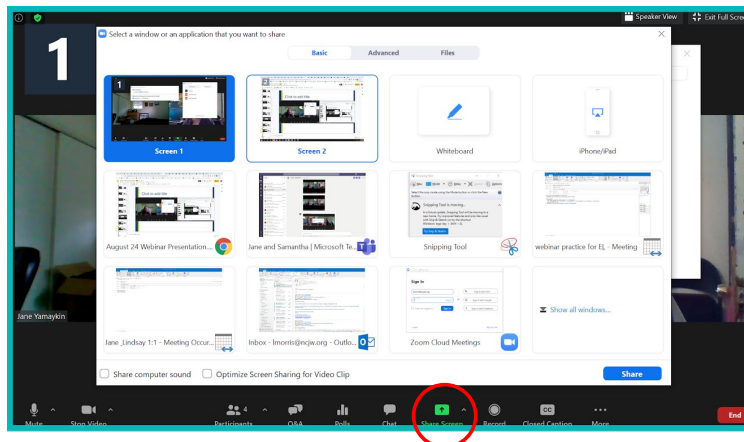
## Advanced sharing options



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You can select who has permission to screenshare. Click the arrow next to screenshare for these options to appear.

# Sharing options

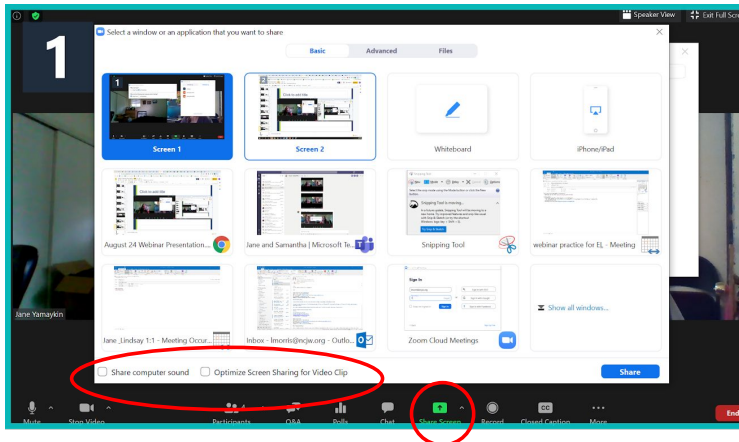


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Select which window of your computer you want to screenshare.



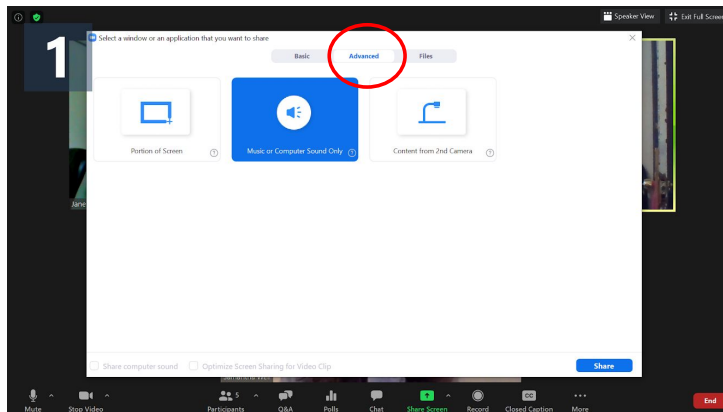
# Sharing audio or video



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- When sharing audio, be sure to select “Share Computer Sound” and if sharing a video, select “optimize Screen Share for Video Clips.”
- If you are sharing audio on your computer, you are able to keep yourself on mute to prevent background noises. Practice this. *Example from lobby day*
- If using copyright music, YouTube will not allow you to post it. You either need to find royalty free music, pause the recording when you’re playing the music, or edit out the music in the back-end of youtube. The last option, while possible is complicated and we don’t recommend unless you have experience with youtube uploads.

# Sharing computer sounds



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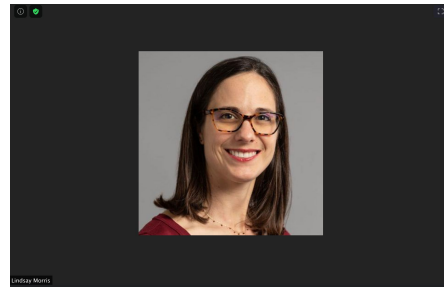
## Setting the Layout of the Screen

## View for an attendee: Speaker View

if panelist video is on and unmuted



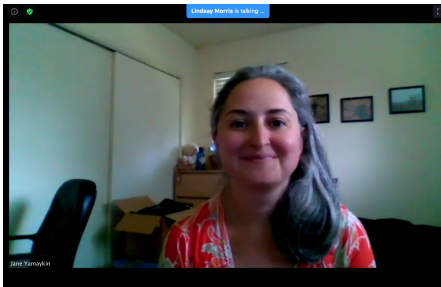
if panelist video is off and in 'speaker view'



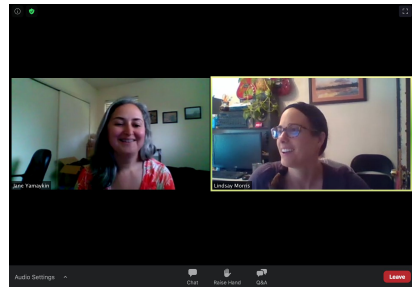
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## View for an attendee: Gallery View

if only one panelist video is turned on, and the other is turned off but unmuted



if multiple panelists videos are on



## Panelist Controls

To be seen: a panelists must have their video turned on

To be heard: a panelist must have their audio turned on

If they should not appear on screen, make sure they are muted and the video is turned off



Ask a panelists to unmute or start video when you're ready for them to appear on the screen. Hosts are unable to unmute or start someones video. This is a new privacy feature on Zoom.

## Practice & prep

- practice session
- test wifi
- send speakers & co-hosts what they need
- draft follow up and thank you emails
- confirm National staff member

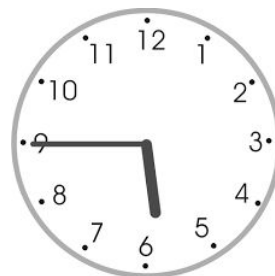


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- Practice session -- Practice everything you plan to do in the webinar during the practice session prior to the event.
  - Practice sharing your screen, showing a video, experimenting with SLIDE “active speaker view” and “gallery view,” making people panelists and co-hosts, etc.
    - **Tip:** send a calendar invite to all organizers, panelists, and closed captioner with the time 15 minutes ahead of time and include the Zoom info, agenda, cell phone info, link to presentation, and anything else that would be helpful
  - Be sure to test all speakers’ wifi or internet in the practice session. If available, use wired internet for best quality.
    - **Tip:** If a speaker's internet is unstable during the webinar, we recommend they turn off their video to improve their audio. Have a slide with their photo, name, and position as a back up plan. (we also use this slide during the intro)
  - Confirm which NCJW national staff will be logging in to officially start webinar and make you host

## 15 min prior to start time

- Assign roles
- Test audio
- Rename speakers
- Confirm chat mode
- Share screen with welcome slide
- Speakers are muted & videos off
- Set up a group chat or email for organizers



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- Assign everyone appropriate roles - panelists, host, co-host
- Test audio for all speakers
- Select “hide all non-video participants” (if you’d like)
- Rename speakers with complete names, organizations, and pronouns - this is what attendees will see, and will show on recording
- Confirm chat mode you want (this can be changed throughout the webinar)
- Share screen with welcome slide
- Ensure all are muted and videos off
- Set up a group chat or email for organizers
-



## During event

- Start recording
- Breathe

## After event

- Set up recording
- List of attendees
- Thank yous

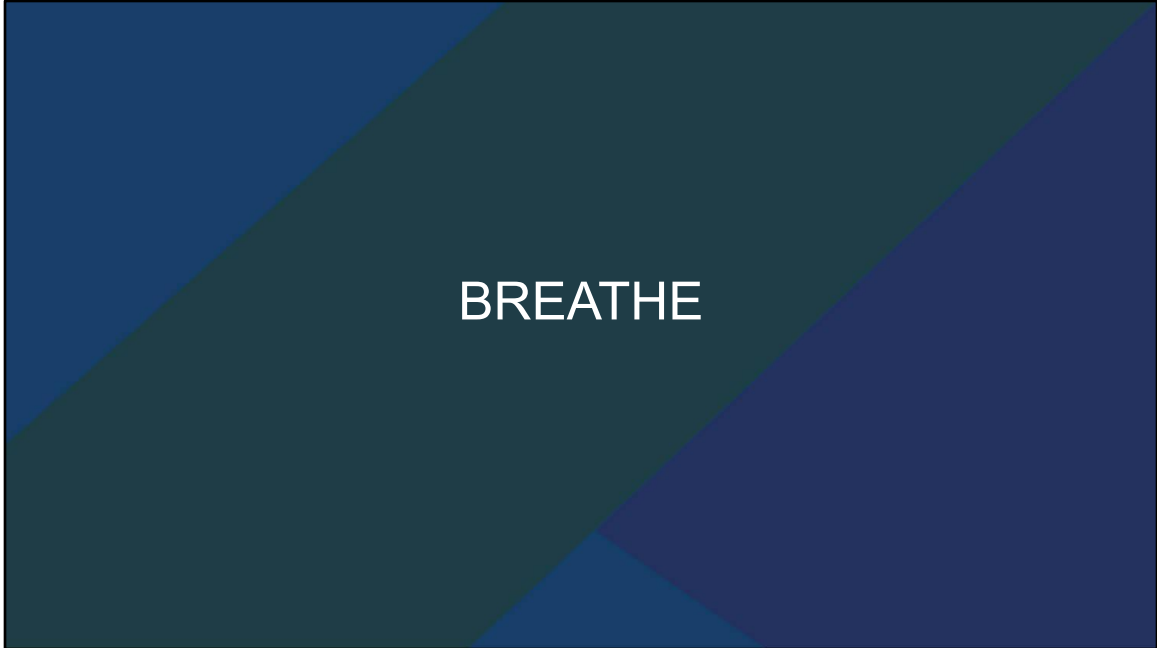


During:

- Start recording
- Breath

Post:

- We can send you the list of attendees (this information we send you will be the names or emails they submitted when they logged into Zoom)
- If you record on the cloud, we will send you information of how to download the recording. Please do so within a week because we will delete the recording from our records.
- Thank your panelists.



Speaking about breath, let's take a minute to breathe. I just shared a lot of details.

Let me tell you what we'll be sending you following this training,

- The recording of this webinar
- The Powerpoint slides with our notes as a reference (and you can use the PPT as a template)
- Link to Zoom Meeting & Webinar — The Basics and Best Practices NCJW Resource.  
<http://www.ncjw.org/wp-content/uploads/2020/08/NCJWs-Zoom-Best-Practices.pdf>
- Links to helpful Zoom resources
- Our agenda and remarks
  - Use this as a template for your events and you'll also have my remarks and tips written out
- And other helpful templates from sections that we'll hear about in the next part of this webinar

Take a breath or 10. I'm going to give everyone a minute. To do one or all of the

following:

- Write down your questions. Put them in the chat.
- Breathe
- Stretch.
- Look out your window or at something else in your room.
- Get some more water.

## Group Discussion

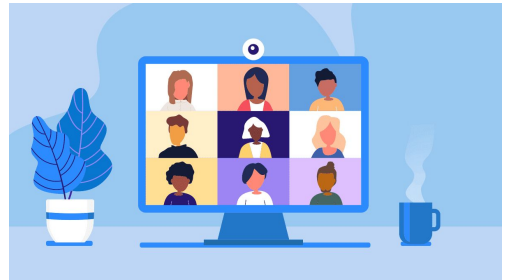
*What tactics/activities/ practices have made your events successful and engaging?*

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Are there specific tactics you have used for tactics that have made your fundraising, membership engagement, community service, advocacy, or educational events successful in reaching your objectives?

# Best Practices

- **Set expectations**
- **Make your events accessible**
- **Backgrounds matter**
- **Brand your event**



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- **Set expectations**
  - Include housekeeping notes in your opening remarks. Explain:
    - Why people are muted
    - How to engage: in the chat, Q&A, etc -
      - let them know when chat is turned off
      - Making sure people know to chat to everyone - not just panelists.
    - How to ask for tech support
    - Help understand when they can control view options in meetings vs not having as much control in webinar mode.
    - How to turn on closed captioning
    - we will send you the template remarks we use for all of our national webinars which has housekeeping notes you can use -- there are also housekeeping notes in the best practices resource
- **Make your events accessible**
  - Offer closed captioning
    - National uses <https://www.acscaptions.com/> Contact Emily Mathew at [Emily@ACSCaptions.com](mailto:Emily@ACSCaptions.com). They charge \$115 for first hour and then in 15 minute increments after

- that.
  - Ask about accessibility needs on your registration form
  - How else can you make events more accessible?
- **Backgrounds Matter**
  - Encourage your speakers to be in appropriate settings or provide background slides
    - Consider the lighting before you pick a location. Lighting changes with time of day or weather outside.
    - sacramento and Chicago North Shore created special background graphics they sent to their speakers in advance (if on the call, point to them as an example, we could spotlight their screen)
  - Minimize distractions where possible
    - Speakers should consider how to ensure minimal distractions and be situated in a quiet location during the webinar. Plan to put your phone on mute or vibrate; shut off notifications or close programs on your computer that make noise.
  - Set up your computer to look straight into the camera
  - Open your remarks on your screen to read them and look at the camera at the same time
- **Brand your event**
  - For presentations, use NCJW branded PowerPoint Template
  - Make sure NCJW logo is visible

# Planning is Key

Time	Speaker	Description/Activity	What's on screen?	Notes

- **Diversify your content**
- **Plan the interactive portions of your event**
- **Consider the different types of virtual events you can plan — think out of the box**

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- **Diversify your content.**
  - Try to change up the activity or include an interactive piece every 10-15 minutes to accommodate short attention spans
  - Weave in dialogues or chat prompts
  - Examples
    - Atlanta's Women's Seder had some great interactive components with seder elements and singing even when everyone was muted;
    - Miami's Mother of All Events had a great pace, multiple speakers (including video messages for those who couldn't be on live), and had all around great energy and momentum for kicking off their series of topics. Wove fundraising asks throughout so the message really hit home
- **Plan the interactive portions of your event**
  - Encourage posting in the chat and Q&A
  - Plan discussion prompts to post in the chat
  - Use polls to gauge audience response and for fun engagement
  - If on Zoom meeting mode, use breakout rooms for discussions and sprinkle prompt questions throughout your presentation
  - Examples

- Bergen County's installation ended with breakout rooms which helped the 100+ attendees feel connected.
- Bergen raffled off cool items from their thrift store. pledges were a great way to keep everyone at the event vs leaving to go to a different web page to donate. They captured the pledges from the chat and followed up later. Plus the chat created a sense of others donating... and they had a few "plants" in place who made the first pledges to get things going.
- Sacramento had smooth Q&A because they planned a system ahead of time. Claire who was moderating was texted the questions and someone was responsible for going through the chat & Q&A to curate which ones were sent to Claire
- Different types of events:
  - New York State virtual lobby day
  - Book club meetings in Minnesota
  - Speaker Series (Valencia Shores)
  - Miami did Rosh Hodesh Event
  - Atlanta holds weekly meetings for News with Sherry the president
  - St. Louis is holding lunch and learns
  - Cleveland is offering online classes



## Reach a larger audience



RSVP HERE



*How do you promote your events to increase your audience size and reach?*

## Reach a larger audience

- **Promote on your communications channels**
- **Partner with local organizations or other NCJW Sections**
- **Invite the national NCJW network**
- **Make the registration form simple and quick to complete**
- **Link promotion to the registration form**

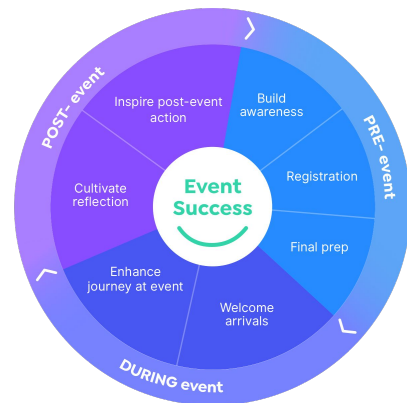


- **Promote on your communications channels:** social media, email, newsletter
- **Partner with local organizations or other NCJW Sections**
  - Ask co-sponsors to promote to their audiences - Make specific asks
- **Invite the national NCJW network**
  - Share events in the Monthly Leadership Newsletter
  - Encourage other Sections to invite their membership
  - Post in the NCJWAction Facebook Group:  
<https://www.facebook.com/groups/NCJWAction/> (post this link in the chat)
- **Make the registration form simple and quick to complete**
- **Link promotion to the registration form**

*Expect drop off between those who register and those who attend. There's usually people who register just for the recording or who's availability changes.*

# Attendee Experience: Before & After the Event

- What materials/communications will attendees receive before the event?
- Welcome people to your event before it starts
- Plan your follow up ahead of time



NCJΣ<sup>®</sup>

- **Before the event: what materials/communications will attendees receive?**
  - Make Zoom log-in easily accessible
  - Consider sending pre-reading materials
  - Send a recipe or a gift bag for a special event
  - Include a general email for help in advance & last minute questions. Attendees misplace the Zoom link often.
  - • Miami sent out a custom cocktail and mocktail list for their mother's day event
  - • St. Louis' Celebrating Women Event will send gift bags to everyone attending locally and a thank you gift to those who aren't local
- **Welcome people to your event before it starts**
  - Hospitality team should be on the webinar 10-15 minutes early to greet attendees, engage people in the chat, and offer tech support
- **Plan your follow up ahead of time**
  - Send a follow up email to all attendees in a timely fashion (24-72 hours)
  - Thank your attendees and speakers!

- Share resources and action items
- Promote upcoming events
- Make it more personal to build relationships and encourage future engagement (if capacity)
  - Personal phone call or personalized email

***Save the  
Date!***

*National Council of Jewish Women presents*

## **Promoting the Vote and Protecting the Vote**



**A Conversation with Stacey Abrams**

**SEPTEMBER 15, 2020  
4:30-5:30 PM ET**

**NCJ**  
National Council of Jewish Women

## Upcoming NCJWebinars & Events

### Leadership NCJWebinar

- **Donor Engagement & Journey Mapping:** Monday, September 14 at 1:30pm ET/12:30pm CT/10:30am PT

### Event

- **Women Take the Stage:** Wednesday, August 26 at 9pmET
  - **Moving from Reproductive Choice to Reproductive Justice** (3:30 – 5:00pm ET)

**Wednesday, August 26, 9:00pm ET:** Join NCJW at [Women Take the Stage](#), 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 for joining!**

**Questions?** Email [action@ncjw.org](mailto:action@ncjw.org)