

## Are you interested in hosting a virtual meeting or event at Yale?

### What is a virtual event?

- Virtual Event: A complete online event experience.
- Hybrid Event: Any in-person event that includes an online component, from live streaming keynotes to a full online environment.

### Why host a virtual event instead of cancelling/postponing the in-person event altogether?

- Virtual events can live much longer
  - Virtual events can easily be recorded for future uses, such as taking snippets of recordings to share on social media and making recordings available to participants for years to come!
- Possibilities for engagement
  - All day meetings can lead to information overload and a decrease in engagement. Virtual meetings offer participants shorter, highly-curated segments that are more manageable, while increasing their engagement.
- Attendees can take action right away!
  - Links for people to donate, follow, or open informational sites/documents can be added to virtual meeting platforms immediately for everyone listening to use in real time.
- Increase attendance and make more accessible
  - Makes it more attainable to those who can't or won't attend your in-person events, such as:
    - International participants
    - Senior execs (time-sensitive)
    - Junior/early career young professionals (cost-sensitive)
    - More people can now attend from the same company
    - Inability to travel (childcare, health, disability, family obligations)

### How do I get started? What are some best practices and University protocols?

The University has chosen to use Zoom as it's supported platform. Most are familiar with Zoom Meeting but quality events and conferences can also take place via Zoom Webinar.

- Zoom Meeting: In meetings, all guests can be seen on the screen and all guests have the ability to talk, share screens, and use video function.

- **Zoom Webinar:** In webinar, the layout can be much more formal and guests can automatically be muted with their video disabled so that everyone can focus on the speakers and their presentations. Other engaging tools can be used to still make guests feel that they are part of a group.

Use the link below to get more information from Yale ITS about how you can request to set up the type of Zoom meeting that will work for your event!

[https://yale.service-now.com/it?id=support\\_article&sys\\_id=9dd2db411b43eb00064bfe6edd4bcb7f](https://yale.service-now.com/it?id=support_article&sys_id=9dd2db411b43eb00064bfe6edd4bcb7f)

## Zoom Webinar Tips

- You can create templates in the scheduling page in Zoom Webinar that you can reuse for certain types of meetings
  - This means you don't have to go in and remember to enable certain settings every time you want to do a similar looking webinar
- Setting the *duration* doesn't mean that it stops you at the end time that you set
- There are options to make meetings *recurring*, similar to Outlook
- Zoom Webinar allows you to make a password and have a registration site that gets sent out to only those who have been invited
- You should enable attendees use of *computer audio* and *phone audio* in case their video/computer audio disconnects

## Zoom Webinar Options

- *Practice Session*
  - This allows you to run through the webinar before it starts using the same Zoom ID
  - If the box is not checked and you use the link to try and do a run through and then that run through ends, you lose that Zoom ID and have to send out a new one to all registered attendees
- *Recording*
  - It is helpful to start with a 'Ground Rules' portion and let attendees know if the session is being recorded and sent out after
  - In Cloud Option – Allows for the video to add captioning once video is uploaded
- *Hosts*
  - Recommend having more than 1 host in case something happens to the host computer

- *Panelists*
  - You can invite panelists to speak/present through Zoom Webinar once you send the registration link out
  - Put in name and email and the site will automatically send an invitation

## Zoom Meeting Etiquette – Internal or External Meetings

### Prior to Meeting

1. Check everyone's calendars or check in with them before scheduling meetings
2. Create an agenda to include
  - a. Key talking points
  - b. Meeting structure (for example, when and for how long you plan to discuss each talking point)
  - c. Team members/teams that will be in attendance
  - d. What each team member/team is responsible for bringing to the meeting
  - e. Any relevant documents, files, or research
3. Participants review agenda before meeting to be prepared if they need to speak or have anything to contribute
4. If someone is sharing a presentation or their screen during a meeting, have them test their technology in advance

### During Meeting

1. Mute yourself if you're not talking
2. Make sure all team members are in a quiet area free from unnecessary distractions
3. Don't stare at your phone while other people are presenting and make sure to turn off all notifications and make sure your cell phone is on silent
4. Don't interrupt other people when they're speaking (or attempt to speak over them)
5. Don't work on other tasks (like checking email) during the virtual meeting

### To Close Each Meeting

1. Point out any takeaways, action items or deliverables to the team based on conversation and who's responsible
2. Decide and point out when the next meeting or check in will be

## Virtual Meeting Terms Glossary

**Application sharing:** A feature of many online tools that allows two or more people to share the same application concurrently. Generally, the application is only running on the host computer; the other users do not have to have such applications installed on their computer.

**Hybrid event:** Any in-person event that includes an online component, from live streaming keynotes to a full virtual environment.

**Videoconferencing:** Two-way, interactive audio and video communication between two or more parties. A very wide range of options are available, from free or low-cost solutions such as that offered by Skype, which make use of simple webcams, to higher-quality solutions that require high-definition video cameras and displays.

**VoIP:** Voice over Internet Protocol. Technology that allows for voice transmission over the Internet. This is the technology behind web presentations that do not require participants to call in for audio.

**Webcast:** Webcasts are not time-constrained, so they can be viewed at any time, day or night. While a webinar is an interactive presentation over the Internet.

**Web conference:** Web services that allow participants to log into an online meeting through their browsers. Rather than the mostly one-way communication provided during a webcast, a web conference allows for more interaction among attendees.

**Webinar:** A web-based seminar. Has the possibility to have additional interactive elements offered by a web conference.

**“Zoombombing”:** When an uninvited person joins a Zoom meeting. This is usually done in an attempt to gain a few laughs at the expense of the participants. Zoombombers often share offensive imagery.

### What is the difference between a *web conference* and a *video conference*?

- **Web Conference:** An online meeting that involves audio and video communication between people. The two most common are:
  - *Webcasts* - A live broadcast over the internet that does not allow for any interaction with the audience.
  - *Webinars* - An online event that provides limited options for communication between a presenter and the audience: chat, polls, Q&As.

- Video Conference: A live, real-time virtual event that features audio and video broadcast and allows for group discussions. Every participant can be a presenter.

*Webinar* and *video conference* sound similar. What is the difference between them?

While both video conferencing and webinars are used to connect a host to a large number of people and share information, they are different from one another:

- Video Conference: Allows two-way real-time video and/or audio communication between two or more people in different locations. In order to make video conferencing successful *both ends should have special equipment for successful connectivity*.
- Webinar: Is typically a one-way communication system in which the *speaker speaks to the remote audiences with limited possibilities of interaction with the audiences*. A presentation can be converted into a webinar to allow remote audiences to participate in it.