Level Up Your Zoom Game
12 Tips to Go From Meeting to Event
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Upcoming Trainings

Event and Production Planning for Zoom
Friday, January 22
12-1 PM

Zoom Skills and Features
Friday, January 29
12-1 PM

Google Slides for Virtual Events
Friday, February 5
12-1 PM

Registration links will be posted in the Communicators Network chat.
Housekeeping

- 15 minute presentation
- 5 minutes for Q+A
- Please submit questions in the meeting chat
Introduction
Why Zoom

- We have it!
- Minimal equipment needed
- Attendees and presenters are familiar with it
- IT supported
- Multiple hosts/connections
- Registration and reminder emails (for simple events)
- Captioning
- Livestream and recording options
- Sets a different expectation for attendees
- Bring in guests of any level from anywhere!
- “Human” touch
A party without cake is just a meeting...

A Zoom call without production planning is just a meeting.
Me: This show is boring.

Boss: Again, this is a Zoom conference.

Avoid this!
Events are a communications and storytelling platform!
Let’s get to the tips!
Treat Your Virtual Event as if it Were a Live Event!

● The screen is your stage
● What’s the purpose/focus of the event
  ○ Goals / learning outcome
  ○ Know/Feel/Do (facts/stories+design choices/call to action)
● Know your audience
  ○ New or returning, expert/layperson, internal/external
● Think of the whole experience
  ○ Registration, Confirmation, Preshow, Show, Post Show, Follow-up
● Meeting / Event / Special Event
  ○ More special=more production elements
● When in doubt:
  ○ Keep it generally simple, continuity is key...
  ○ but pick a few key “wow” moments
  ○ Grow as you go
Breakout Rooms or Break Apart?

- **Breakout rooms**
  - For small group activities *within* a meeting session
  - New breakout features aren’t working for all attendees

- **Separate Zoom meetings or webinars**
  - For conference style breakout sessions/sub events
  - Create an attendee guide pdf or email guide
  - Allows presenters and hosts to join sessions early to rehearse and get set up
Make it a Team Effort!

Common Roles
- Emcee(s)
- Stage manager(s)
- Chat/Q&A Moderator
- Spotlighters
- Additional spotters
- Breakout session hosts

Scale up or down depending on scope of event and comfort level of hosts
Day of Event “Flow”

Launch Platform Check Settings (-45 to 60 min)

Practice +Troubleshoot Co-Hosts and Presenters (-45 to -15 min)

Audience Login +Preshow (-5-15 min)

Event Start Welcome, Agenda Housekeeping

Event Content Show Segments, Q+A, *Breaks*

Event End + Post Show (+5-10 min)

Debrief + Attendee Follow-up
Dress it Up!

- Event branding and theming
- Graphics are creating the room environment
- Continuity is key!
- Grow as you go
  - More special=more production elements
  - Keep it generally simple, but pick a few key “wow” moments
- Standard assets
  - Event logo/title (burn screen/buffer slide)
  - Segment and presenter title slides
  - Presentations
  - Virtual backgrounds, desktop backgrounds
  - Vamping content or standby slides
  - Preshow content and/or countdown
  - Registration headers and email graphics
- Video, music and animated elements
  - Subtle animations work better in Zoom - motion overlays
  - Make sure to have proper licensing
  - SJSU Photoshelter, youtube.com/audiolibrary, pixabay.com, unsplash.com
- Make sure your presenters look and sound good...

Incorporate into a Google Slides or PPT for easier cues
Looking and Sounding Good!

● Place camera at eye level (or just above)
  ○ Don’t cut off your head
  ○ Center yourself horizontally
  ○ Position your eyes ⅓ from the top of the frame vertically
● Place light in front of you not behind you
  ○ No lamp? Sit in front of a window
  ○ Avoid bright lights and windows behind you
● Mic check...
  ○ A basic wired earbuds with in-line mic is best
    (unless you have a fancier mic available)
  ○ Test your audio in your Zoom settings
● Minimize distractions and background noise
● Close extra windows, hide desktop icons and personal information when screen sharing
Optimize Your Show Flow!

- Keep your audience’s attention and reduce clunkiness
- Create a “Run of Show” or add “Show Flow” into your agenda
  - Start time, duration, “what/who”, tech notes
- Transitions are important
  - “Hand off, hand back”
- Script
  - At least for Emcee intro, housekeeping and segment transitions
- Rehearse
  - At a minimum “cue to cue” with your emcee and event team even if presenters are unavailable
- Pre record some content (even via Zoom)
  - Interviews or panel discussions
  - Live q+a
- Day of show timekeeping and reminders via panelist chat
- Program multiple events instead of overloading one event
- Create backup plans...
Backup Plans

- **Multiple meeting hosts/co-hosts**
  - if one person loses internet, event and cloud recordings continue
- **Backup emcee**
- **Backup equipment**
  - phone (re-join via smartphone or dial back in at a minimum)
- **Backup slides/presentations/music/videos**
  - create a shared folder with your event team
  - we love Google Slides because the whole team has access to the most up-to-date presentation
  - if ppt, share final file with your event team
  - If video heavy, have 2 people run the presentation in sync
- **Backup communication**
  - Group text
  - Google chat
- **Vamping plan**
  - Move on and circle back
  - Emcee banter
  - Trivia or games
- **Optimize wifi or use hard line**
  - Turn off unused wifi devices
  - Close unused programs and browser tabs
Security Considerations

- Check all of your Zoom settings - [sjsu.zoom.us/profile/setting](sjsu.zoom.us/profile/setting)
- Utilize the purpose/goals/outcomes of the event to inform your security parameters
- Be careful about sharing meeting info publicly on the web
- Webinar vs meeting
- Waiting room/practice mode
- Registration - Zoom landing page, Google form, etc.
- Passcode
- Authentication?
  - Notify attendees to sign in to sjsu.zoom.us account in advance
- Lock meeting, removing attendees
Our Favorite Zoom Features

- Webinars
- Spotlight video
- Mute/unmute all
- Share screen/sound
  - Optimize for full-screen video
- Breakout rooms
- Waiting rooms (meetings) / practice mode (webinars)
- Virtual backgrounds
- Live streaming from meetings
- Recording to cloud (all views)
- Polls

support.zoom.us
Q+A and Chat Engagement

- Prewrite messages, questions, URLs, etc. in a doc, email draft, etc. to be ready to copy/paste into the chat
- Utilize Zoom polls or other platforms like Jamboard, Google forms, Padlet, word cloud generators, etc. for anonymous or visual feedback
- Create one Google Drive folder, 1-pager, etc. to share handouts, event guides and pdfs
- Q+A Tips
  - Webinars - Predetermine whether to use Q&A feature
  - Acknowledge, respond to questions
  - Don’t use the “dismiss question” feature
  - Predetermine who will manage / moderate questions
  - Alternative option - Request questions in advance during registration
Gamification

Benefits
● Enhances participation and engagement
● Adds variety to the program
● Rewards audience participation
● Fun elements
● Enhance branding and storytelling

Tips
● In Zoom ideas
  ○ Trivia, mad libs, word scrambles, crosswords (polls, annotations, chat)
● Outside platforms
  ○ Bingobaker.com, Slido, Kahoot, MentiMeter, polleverywhere.com
● Prizes, drawings or bragging rights
Bonus Tip!
Use two screens!

- Use a TV if you don’t have a second monitor
- Or, join as two participants from two devices
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Thank you!