



LEADERSHIP TIPS

ENHANCING ZOOM WEBINARS

Many SPJ chapters have moved to Zoom webinars to supplement their in-person events. Others use professional development/educational webinars so members can watch live or the recording after the event. This tip sheet gives practical tips to make Zoom webinars more than just a recorded q/a with a speaker or guest.

SET THE CONTENT LEADER UP FOR SUCCESS

- Be sure to have someone serve as the tech assistant so the speaker can focus on the content, not the Zoom controls.
- Create a script with an event schedule including time for announcements, speaker introduction, content delivery, and question/answer time.
- Create a run of show document with preassigned questions so the webinar moderator/administrator can copy and paste in the chat. Ask for links for the resources the speaker wants to share before so the administrator can add those in the chat.
- Give the speaker the demographics of the people on the webinar. Some may be very Zoom savvy, others not. This will help so the speaker can give the right amount of instruction for engagement activities, or question/answer time.
- Consider the speaker's tone and speed of delivery. If they are high energy and speak quickly, consider a chapter leader who is a little slower to kick off the webinar. A change in pacing among the speakers keeps the attention of adult learners.
- Ask for a slide deck for visual interest. Even if the presenter does not have a lot of content to show on slides, keep the viewers' interest with still photographs, a compelling but rhetorical question, or even a simple video that complements the topic. Microsoft/PowerPoint has a bank of short videos to show in the background such as a breeze rustling through palm trees, running water, and so on.

START WITH ENGAGEMENT

Ask the webinar attendees to type their name, location, organization/company (or other interesting facts) in the chat as an introduction so everyone participates from the start. Ask a question related to the topic or why they were interested in this topic/speaker.

Q/A

Zoom webinars are different from Zoom meetings. The Q/A function keeps questions out of the flow of the chat. That way, questions posted to the speaker are not lost or overlooked as people fill the chat with observations, comments, emojis, etc. Questions can be asked by participants at any time and they are hidden from view of other attendees. The moderator can then group related questions or ask the speaker questions in a part 1, part 2 format. Inappropriate or off-topic questions can be ignored and moved aside by the webinar administrator.

If there is more than one speaker, questions can be directed to a specific person, or all presenters. This Q/A function is useful for the moderator to manage time and content.

ZOOM MEETING VS. ZOOM WEBINAR

As a reminder, these are the major differences between Zoom meetings and webinars:

Meeting	Webinar
Reactions – clapping, raised hand, emojis	Practice session enabled; you can practice before going live
You can see the nonverbal reactions of attendees	Q/A function and chat
Breakout rooms can be used for small group planning, conversation and fun	Advanced registration required for security, avoiding “Zoom bombers”
The waiting room function allows the leaders to get set before all attendees join in	Reminder/follow-up because of the advanced registration
Up to 1000 people can attend	Up to 10K people can attend
You can see everyone attending whose camera is on	One to many relationships, the attendees can see the presenters, not each other
More engaging environment for participation	Good for keynotes and lectures in a “telling” format
Good for team meetings	Good for event launches, pure information sharing
Fun/social	Best used for announcements, scripted teaching and moderated Q/A
Polling can be done through the app	Pick and play music and play while speaking