

Faculty Webinar Event Guide

Welcome to the webinar guide for the Faculty of Humanities and Social Sciences. In this brief guide you will find information on:

- when to use zoom meeting and zoom webinar,
- how to book the faculty webinar license for events,
- how to run a webinar with advance preparation.

This guide is to help your events run as smoothly and as professionally as possible, with good engagement from attendees, good flow from speakers and good quality presentations. Like any event, it is all about the user experience and the more planning and preparation we can put into our virtual events – the greater our chances of delivering a positive user experience. The reality is that people’s time is precious and attention spans are dwindling – so a poor quality or ill thought-out webinar will see attendees simply switch off and leave.

For all of these reasons, we strongly recommend having a dry run in advance with your speakers to ensure they can access zoom with no issues, that anyone sharing a presentation can do so easily and to check practicalities like sound and visual quality.

Benefits of virtual events

- Opportunity to engage with international audiences
- Low cost to run with high impact
- You can track your metrics such as audience numbers, registrations, playback numbers etc
- Recording your event can create engaging video content about your course or topic which can be shared afterwards
- Virtual events provide good leads – eg you can follow up with registrants via email post event
- Virtual events remove geographical limitations
- Saves attendees time and money to attend
- Saves you time planning and organising an event

What's the difference between Zoom Meeting vs Zoom Webinar?

	Zoom Meeting	Zoom Webinar
Capacity	Up to 300 participants	Up to 500 attendees
Event type	Ideal for smaller events	Ideal for large events or public events
Interaction with attendees	Zoom meeting is interactive. Participants can speak, use video and use chat. This is useful for Q&A sessions at the end of a presentation. During the presentation, as host, you can mute participants and turn off cameras etc.	Zoom webinar is less interactive. Speakers appear on screen, attendees do not. Attendees can interact via chat. No breakout rooms.
Registration option	Yes	Yes
Option to mute attendees upon entry	Yes	Yes (automatic)
Turn off participant video	Yes	Yes (automatic – attendees can't be seen unless host turns on their video)
Roles behind the scenes	Host and co-host Alternative host Participant	Host and co-host Panelist Attendee
Designate a co-host to manage event	Yes (strongly recommended)	Yes (strongly recommended)
Audio sharing	The host can set all participants to mute on entry to the session.	Only the host and panelists can mute or unmute themselves. Attendees can only listen.
Video sharing	All participants can share video. However, Hosts and co-hosts can turn off all participant videos in meeting.	Hosts and panelists only
Screen sharing	For events on Zoom meeting, screen sharing can be restricted to hosts in settings.	Hosts and panelists only.
Participant list	Visible to all	Visible to hosts and panelists only
Livestream	When hosting live virtual events on Zoom, it is also possible to live stream at the same time to Facebook and Youtube	When hosting live virtual events on Zoom, it is also possible to live stream at the same time to Facebook and Youtube
Waiting room	Attendees can't enter until host ready and event starts	n/a
Remove attendees	Yes	Yes

Report on registrants, attendees, and chat	Yes	Yes
Email reminders to attendees	No	Yes
Practice session	No	Yes – this allows you and your speakers to meet in the zoom webinar in advance and get ready. Once you hit the 'live' button attendees can see your panelists.

When to use Zoom Meeting and Zoom Webinar

For smaller events, use Zoom Meeting

We recommend using Zoom Meeting with registration for events such as course specific webinars to cater for smaller group numbers such as 20 to 50 participants. These events are promoted as 'webinars' but they don't actually happen on Zoom Webinar. Zoom Meeting is appropriate to use for these events because as host, you have more opportunity for engagement with potential applicants on a specific course. Zoom Meeting has capacity for up to 300 guests so even if your 'small event' attracts a larger audience than anticipated, you should still have plenty of capacity to meet demand. **The key factor from a security point of view with any virtual event that is going to be promoted in the public domain, is to ensure that it is set up with registration.**

Large or high-profile events - Zoom Webinar

For larger events such as virtual events with a panel of high-profile speakers or even with one high-profile speaker, we recommend using Zoom Webinar. This allows you to be fully in control of the event. Your speakers and panelists will be the only people visible on screen. Attendees are not visible and they primarily engage and communicate using the chat function. Depending on your event, you can book to use the **Faculty Zoom Webinar license** (capacity 500) or if the President is attending or if dignitaries are invited to your event, it may be hosted on the **President's Zoom Webinar license** (capacity 1,000).

Events featuring dignitaries must be organised through the President's Office and adhere to protocols. Please find request forms here:

- <https://www.dcu.ie/president/dignitary-request-form>
- <https://www.dcu.ie/president/virtual-events-toolkit>

Please also notify the faculty's Associate Dean for External Engagement.

Booking the HSS Zoom Webinar License

The Faculty's Zoom Webinar License has capacity for up to 500 attendees. If your virtual event features high profile speakers or requires a large capacity, you will need to book the HSS webinar license. Webinar events are set up requiring registration.

How to make a booking:

- Send a request to book the webinar license for your virtual event to Sinead Ní Chrualaoi at sinead.nichrualaoi@dcu.ie
- Sinead will confirm availability to you via email and provide you with the license username and password
- Your booking will also appear in a shared calendar for the HSS webinar license used by the faculty marketing team
- It is also advisable to book a couple of practice and run-through sessions to ensure you have access to the webinar facility as you prepare for your event

Very large events:

If your event expects an attendance of more than 500 attendees, please apply the same process above and we will investigate booking the President's webinar license for your event which has a capacity of 1,000 attendees.

<p>Note: Please do not share the webinar license username and password. Bookings can only be made through this process outlined above.</p>

Recording your webinar

Before you set up your event on Zoom Meeting or Zoom Webinar, it's important to decide if this event will be recorded live or even if it will be entirely pre-recorded. For the most part, when you are holding a live webinar event, we recommend that these events are recorded so that they can be shared afterwards with everyone who registered and potentially also uploaded on to the website. It's good to record your event in speaker view.

Recording your event is another way to generate content that can be shared with wider audiences. Please ensure that all of your speakers agree to be recorded. It is also important to tell your attendees the event is recorded so they can turn their cameras off in Zoom meeting and so everyone is aware that their questions will be recorded. It's a good idea to include the fact that your event will be recorded in the description of your event when you set it up.

Pre-recorded content

With high profile virtual events you may decide to pre-record the event entirely to avoid any complications with internet connections for your speakers. An example where this worked well was the DCU [Women on Walls](#) campaign. With pre-recorded content, you can also work with a video editor (eg DCU videographer) to edit content snippets in advance to use on social media as teasers to promote the event.

How to set up your event using Zoom Webinar (max 500 people)

Step 1: Sign in

Sign in to Zoom using the HSS webinar email and password provided by Sinead.

Step 2: Schedule a webinar

Click on Webinars and Schedule a Webinar. You will be greeted with a form to set up your event with registration.

Step 3: Filling in the Webinar Form

Topic	Type the name of your event.
Description	Provide a short description of your event and who should attend. The title and description will appear as the event page on the website and encourage people to register.
When	Choose the date and time. We advise using the calendar icon to avoid any confusion with dates presented US style.
Duration	Select a duration for your webinar
Time Zone	Choose Dublin
Recurring webinar	Leave tick box blank
Registration	Tick required
Webinar passcode	Tick required
Video	Host and panelists – tick on.
Audio	Tick both
Webinar options	<ul style="list-style-type: none">• Tick automatically record webinar. Tick in the cloud.• Tick enable practice session. This allows hosts, co-hosts and panelists to join the webinar and get set up before starting the live webinar. When everyone is ready, the host can ‘start webinar’ which will then broadcast live to attendees.• Tick Q&A if you would like to allow attendees to ask questions during the webinar. Hosts, co-hosts and panellists can see these questions.
Alternative hosts	Type in emails for your alternative host(s). They will receive an email from Zoom with a link to the webinar. An alternative host can start the webinar if the host is unavailable or delayed.

Step 4: Schedule

Click schedule to confirm your webinar settings. Your event is saved, and you can see the details on screen. Check they are correct.

Step 5: Invitations

- Scroll down until you see tabs across the form: **Invitations, Email Settings, Branding, Polls/Survey, More.**
- (The **Invitations** tab appears in blue because you are on that tab.)
- You will see links to 'copy invitation' or 'send invitation to me'. This is useful for sharing your event details. It's also a good idea to send the invitation to yourself so you can see what it looks like.

Step 6: Email settings

- Choose Email settings beside Invitations.
- Click on the **Edit** link for 'No reminder email to attendees and panelists'.
- Tick options to send reminder emails to attendees and panelists one hour, one day, one week before the event. Save your changes.
- We strongly recommend you do this as many attendees lose or cannot find their original confirmation registration email with the zoom link.
- There is also an option to send a follow-up email to attendees. This may be an opportunity to request feedback or to gather any further questions they may have.

Now your Zoom Webinar event is set up. Always save any settings you choose in any of the tabs. Just FYI, the **Branding** tab is pre-populated with the DCU logo on the faculty webinar license which will automatically appear as part of your event summary when people register for your event.

How to set up your Zoom Meeting event with registration:

(max 300 people)

Step 1: Sign in

Sign in to your normal Zoom account using your DCU email and password

Step 2: Schedule a Meeting

Click on 'Schedule a Meeting' in the top right navigation.

Step 3: Filling in the Zoom Meeting Form

The initial sections are the same as filling in the webinar form.

Topic	Type the name of your event.
Description	Provide a short description of your event and who should attend. The title and description will appear as the event page on the website and encourage people to register.
When	Choose the date and time. We advise using the calendar icon to avoid any confusion with dates presented US style.
Duration	Select a duration for your zoom event
Time Zone	Choose Dublin
Recurring webinar	Leave tick box blank
Registration	Tick required
Security	Tick passcode required Tick waiting room required Leave authentication unticked (If you tick this box only DCU staff and students can attend your event).
Video	<ul style="list-style-type: none"> • Tick on for Host • Tick off for participants (at any time in the zoom meeting event, as host you can allow participants to turn on their cameras. You may wish to do this with a smaller group.)
Audio	Tick telephone and computer audio
Meeting options	<ul style="list-style-type: none"> • Tick mute participants on entry • Tick automatically record meeting and tick in the cloud (If you wish to assign breakout rooms for your event, tick this option.)
Alternative hosts	Type in emails for your alternative host(s). They will receive an email from Zoom with a link to the webinar. An alternative host can start the webinar if the host is unavailable.

Step 4: Save

Click Save to confirm your Zoom event settings. You can see the information on screen and check that the details are correct.

Step 5: Registration settings

- Scroll down until you see tabs across the form: **Registration, Email Settings, Branding, Poll.**
- Click on the **branding** tab. This is where you can upload a banner image that will appear on the registration page when attendees are signing up to your event
- We also recommend adding the DCU logo as well (the faculty marketing team can help you with dimensions for these.)

Step 6: Adding more control to your Zoom meeting event

- Click on **Settings** in the left menu
- Three tabs will appear in the centre – Meetings, Recording and Telephone
- These settings apply to all your zoom meetings and you can tick them on and off to suit your needs.
- Stay in Meetings and scroll down to the options

- You'll see that waiting room is ticked as part of your event set-up

Some extra tick options:

Having run through the steps above, you have captured the important settings for your Zoom Meeting event. Additionally, there are more options you may also wish to look at and some of them are listed here:

- In Settings go to Schedule Meeting and **participants video** should be unticked – again as per your set-up
- Scroll down to '**mute all participants when they join a meeting**' – tick
- Chat - you can **allow chat** if you want interaction from participants. Tick prevent participants from saving chat.
- You may choose to **untick private chat**
- Auto saving chat is useful if you want to keep a log of questions
- **Sound notification** when someone leaves or joins – this can be a distraction in an event so you may wish to leave this unticked. Or to only tick hosts and co-hosts.
- It's a good idea to tick **co-host** to ensure your co-hosts have the same rights as the host for back-up
- **Screen Sharing** – tick host only and save. It's important that participants cannot share their screens during your event.
- **Whiteboard** – turn off
- **Meeting reactions** – you may choose to keep these on so participants can share emojis
- **Allow removed participants to rejoin** – turn off
- **Hide participant profile pictures in a meeting** – turn on
- **Virtual background** – turn off (unless you are planning on using a virtual background as host!) – but otherwise, this removes the risk of any inappropriate images from attendees
- **Recording** – return to the top of the page and go into the Recording tab
- **Cloud recording** – turn on. Choose your options for how you wish your recording to appear. Recording active speaker is a good option.
- **Scroll down to Allow cloud recording sharing** – tick on

These settings can give greater control and tighter security for your event. However, when you return to your day to day zoom meetings – you may wish to change some settings back as they were. Such as screen sharing for all participants!

Including polls for your event:

Including polls in your meeting or webinar event. This is a great way to get engagement and interaction during your Event. See more about [polling for meetings](#) and [polling for webinars](#).

Sharing a video on Zoom webinar/meeting as host or panelist

- When you're in a zoom meeting or webinar – click on **share screen**
- A pop-up box will appear and in the bottom left – tick the box for **share computer sound** – this is vital or attendees will not be able to hear your video properly
- Bottom right you'll see an option to 'optimize screen sharing for video clip'. This minimizes the thumbnails of panelists as you share your video
- In advance, it's a good idea to have the video you want to share saved on your desktop so it is easy to find. (Make sure your desktop is clear of clutter!) It's also a good idea to close tabs that are not relevant to your event – again so you find it easier to share your video and reduce any risk of panic.
- If you're sharing a video from a video link, it's a good idea to have the video open on your screen and ready for sharing – such as on Youtube.

Note for Hosts and co-hosts: As the host and co-host, you have extra controls on your screen which allow you to give sharing rights. If you need to use them – see the arrow beside 'share screen' and you can choose to give sharing rights to all panelists.

The Do's and Don'ts of organising a virtual event

The Do's

Do plan early

Organisation is key to line up your panelists in good time, pre-promote your event and to practice using the Zoom platform. The more you plan, the better the results.

Do collaborate

Do get in touch and collaborate with the faculty marketing team who will help and advise you on the set up of your virtual event on Zoom and help you pre-promote it.

Do set up your event with registration

This is particularly important for events that will be promoted in the public domain via PR, social media and on the website. Asking attendees to register by providing their email address should act as a deterrent to any unwanted guests and positively, it allows you to communicate with registrants after the event.

Do hold a dry run

Organise a practice session with your panelists in advance of the event. It is amazing what you will catch. This is an important opportunity to check that everyone can access the webinar without any issues, to check your panelists have good internet connections and you can hear/see them okay, to check that anyone presenting can share screen and their presentation/video works. It's also an opportunity to remind your panelists to arrive 10 minutes in advance to ensure you're all set before your event goes live on Zoom webinar or before you give attendees access to join the Zoom Meeting.

Do check visuals

At the run-through, check that your panelist/speaker appears in front of a suitable background. A natural home environment is fine and you'll see there's a big trend to position in front of book shelves. But a home environment in front of a clothes horse is not great! You also need to ensure your speaker has light on their face and is not in shadow.

Do check sound

Make sure you hear all of your panelists speak. If the sound is not clear, ask your panelist if they can use a different headset or earphones – or if they're not using any – ask them to try some! This can make a big difference and just speaking into laptop microphone doesn't always sound very clear. If there's a lot of muffled interference, it may be that their microphone on their headset is rubbing off clothing so it can be important to avoid wearing items like scarves.

Do choose a time to suit your audience

When organising an event, it's easy to fall into the trap of choosing a time that suits you. But it's important to remember that the reason you're hosting the event is to benefit your audience. So look at all the options including hosting an evening event or weekend event.

Do use DCU branding

Depending on your event you may show DCU branding or visuals through a branded presentation, virtual background or with a physical pull-up stand behind you. Another good option is to show a DCU branded holding slide or presentation on loop a few minutes before your event while attendees arrive into your webinar. You can also

choose to open your event with a DCU video piece and close the event with a holding slide with details for those seeking further information.

Do have an MC for panel events

For events with a panel of speakers, make sure you have an MC to introduce the event, your speakers and to close the event.

Do have an alternative host

When setting up your event, make sure you have identified someone to add as an alternative host who can start the event without you if you were delayed or having internet difficulties.

Do reflect diversity

If you're hosting a panel event, it's important to consider diversity and inclusion such as a 50/50 gender balance.

The Don'ts

Don't make your event too long

Keep events short and snappy. Virtual events are not the same as translating a physical event online verbatim. Attention spans are shorter online so bear that in mind. For example, the general rule for speeches in the virtual world is 3-5 minutes.

Don't forget to set up a whatsapp group

A whatsapp group is a really important communication tool when hosting a virtual event. It allows panelists to communicate with you quickly if they are experiencing a problem. It also adds a sense of camaraderie between you and your guest speakers with people wishing each other good luck and celebrating after the event is over.

Don't take content from the internet

If your virtual event includes presentations or videos, make sure they are not taken from the Internet without the content owner's permission. This is illegal and can have repercussions for the University. All content aired during webinars must be with permission. Best practice is to use creative commons content or another option is to use stock imagery/footage/music from one of DCU's content libraries. (Contact the faculty marketing team to request this.)

Don't forget to record!

If you don't set up your event to automatically record, then you will have to manually click the record option. So don't forget! Don't forget it's good to record your event in speaker view.

Don't forget to ask for help

The faculty marketing team is here to help you with your event. You may need a co-host to help manage the Q&A for your event or to let panelists join the webinar.

If things go wrong, don't panic

Things can go wrong and sometimes it's the basic things that help you get back on track. So here are some practical tips that have worked before:

- Log back in – it's an old one, but a good one!
- Or tether to a hotspot on a mobile phone
- Restart your computer
- Ask your panelist to go on their mobile phone and call in to the Zoom event
- Or ask your panelist to register as an attendee and you can promote them to panelist
- Have ISS on stand-by for bigger events (requires early notice as they may not have capacity)

Hosts have the power!

Hosts and co-hosts have the most power in Zoom Webinar which panelists cannot see. Sometimes panelists cannot find the original Zoom link to the event and register as an attendee so it's important to find them and promote them to panelist.

How to promote attendee to panellist

- Go to More
- Change role to panelist

A panellist cannot turn on their video

- Click on three dots bottom right hand corner
- Allow panellists to start video

Your webinar checklist

Checklist and considerations	Tick
Plan your event in advance to allow good time to secure your guest speakers and to promote your event to target audiences	
Submit request for HSS webinar license to Sinead NiChrualaoi. Request the date/time of event and the date/time of dry run session.	
Set up event with registration required	

Set up event so that participants are mute on entry	
Set up Zoom Webinar events with a practice session for panelists before you go live to attendees	
Check that all content shown during your webinar has permission of the content owner	
Consider if your event reflects diversity or inclusion	
Confirm an MC for your event as necessary	
Confirm an alternative host and/or co-host to support your event	
Inform your speakers/panelists of the running order for your event	
Confirm all panelists have given permission to be recorded	
Set up a whatsapp group in advance with your panelists and co-hosts	
Tell attendees if the event is recorded	
Set up recording to the cloud	
Consider how to include DCU branding to open and/or close your event or during event	
Contact the President's Office for support with high profile events such as launches with dignitaries. Fill in dignitary request form in advance.	
Post event – download registration lists and reports as soon as possible – these only last for 30 days on Zoom	
If your event is recorded, you will receive a link from zoom with the recording 15-20 mins after your event	

More useful information:

See the [Virtual Events Toolkit](#) by the President's Office

Complete a [Speech Request Form](#) or [Dignitary Request Form](#) available at the President's Office.

The President's Office is available to advise and support in relation to the protocol for inviting high profile guests. See more [here](#).