Best Practice for Virtual Events

Practice Makes Perfect!
• Host a practice session with the speaker, moderator, and other co-hosts to test the platform and ensure everyone is comfortable with their role.
• Plan on launching the event 10 minutes before the official start time to allow the speaker, moderator, and co-host to do a final test.

Timing
• Consider hosting a micro topic for a 45 minute event. With so many members working from home, they most likely have several distractions.

Spotlight Your Speaker
• Utilize the Spotlight feature to pin the videos of the speaker and moderator so that they are the primary active speaker for all participants. Additional instructions on how to do this is available on the Zoom Help Center.

Manage the event with two co-hosts. Their responsibilities could include:
• Starting the meeting
• Identifying other co-hosts (speaker, moderator, second co-host)
• Managing the waiting room
• Muting all participants upon entry
• Managing polls
• Managing chat
  • TIP: Develop the language for the chat before launching the event. Language could include:
    • Welcome! We will start the event in 2 minutes.
    • Thank you for joining! If you experience technical difficulties with audio or video, we recommend restarting Zoom. If you continue to experience technical difficulties, you may also join via phone.
    • Please note, all participants will be muted through the entire event. We will have a Q&A session and hope you participate by submitting your question via the chat function.
• Detailed instructions on how to enable and add a co-host is available on the Zoom Help Center.