

Guide to Zoom Webinars at UHCL

This guide has been prepared to better advise UHCL faculty and staff about planning for and conducting Zoom webinars. UHCL owns a limited number of Zoom Webinar licenses, and these are provided to faculty/staff on a temporary, event-specific basis upon request. Below is a description of how Zoom webinars differ from the more common Zoom meetings. For a detailed comparison, please review the Zoom support page, [Meeting and webinar comparison](#). Major areas in which meetings and webinars differ are as follows:

- UHCL Zoom meetings can support a maximum of 300 participants, while Zoom Webinars licenses can accommodate up to 500 or 1000 people.
- Zoom meetings enable two-way communication between hosts/presenters and the participants via camera, microphone, and in-session text chat. On the other hand, webinars are primarily intended for one-way communication from the hosts and panelists to attendees. Limited communication from attendees to the host is available via only the text-based Q&A tool or the text chat.
- Zoom meetings include optional Breakout Rooms during the session and a Waiting Room to control when participants may enter the session. Neither of those is available in a Zoom Webinar.
- Any UHCL faculty or staff member may schedule and host Zoom Meetings. However, the university owns a limited number of Webinar licenses. Zoom planners must request temporary, event-specific access to a webinar license at least two weeks before the specific event.

Roles and Responsibilities

Planning and conducting a Zoom webinar may seem daunting at first; however, anyone can host a successful online event with proper planning and preparation! This guide is intended primarily for the individual who will be the "host" for the webinar. However, if you will have several hosts, co-hosts, panelists, facilitators, please make sure that you share this information with them. The best way to prevent technical difficulties is by learning how to use Zoom's webinar tool, plan your event in detail, and hold at least one "dress rehearsal," in which you can practice your new webinar knowledge and skills.

OIT is happy to assist event hosts (and related faculty/staff) with training, planning, and advising for their webinars. The table below clearly outlines the roles and responsibilities of both the event host (and associates) and your assigned OIT staff member.

Event Host (and Associates)	Assigned OIT Staff Member
<ol style="list-style-type: none">1. Review the two Zoom Webinar training videos listed under Critical Preliminary Information in this document.2. Contact the Support Center to request a Zoom webinar planning/training session with an OIT staff member (after you have reviewed the training videos).	<ol style="list-style-type: none">1. Once a help ticket is received, contact the event host to confirm that they have (a) reviewed the two Zoom webinar training videos and (b) have a copy of this guide and its Webinar Logistical Planning Guide.2. Schedule and host a planning/training session with the event host (and associates, as needed).

<ol style="list-style-type: none"> 3. Complete the Webinar Logistical Planning Guide and provide a copy to your assigned OIT staff member before the planning/training meeting. 4. Once you have been granted Webinar access (after the planning/training meeting), schedule your webinar and at least one "dress rehearsal" webinar. 5. Provide the link to your webinar to whoever will handle your event's marketing and communication (typically MarComm). 6. Manage the event registration/communication for participants and panelists. 7. Ensure that any media content to be shown during the event (e.g., video clips) are ready and available to you before the "dress rehearsal." 8. Conduct the "dress rehearsal" and attend a follow-up meeting with your assigned OIT staff member to resolve any issues/questions. 9. Conduct the actual webinar. 	<ol style="list-style-type: none"> 3. Coordinate with the Instructional Design and Technology team to have the host (or UHCL office account) granted temporary access to one of the Zoom webinar licenses. 4. Schedule any additional planning/training sessions as needed. 5. If there is an on-site component to the event, coordinate with the A/V team supervisor and Bayou Theater staff to provide camera and microphone input from the on-site location to remote attendees via Zoom. 6. Schedule and host a meeting with the host to review the detailed event outline before the "dress rehearsal." 7. Attend the event "dress rehearsal," assisting the host as they work through the detailed event outline. 8. Schedule and host a post-rehearsal meeting with the host to review and resolve any questions or concerns.
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Critical Preliminary Information

Before you decide to host a Zoom webinar, and especially if you have never done so before, you should set aside time to review BOTH of the following videos from Zoom thoroughly:

[Zoom Webinars, Part 1: Planning Your Webinar \[54:37\]](#)

[Zoom Webinars, Part 2: Hosting Your Webinar \[40:23\]](#)

Unfortunately, there is no "crash course" on how to use Zoom's webinar option. You will need to understand the information in both of these videos before you begin planning your event. **OIT staff will be happy to provide additional training/information and answer any remaining questions after you have completed this critical preliminary step.**

Webinar Logistical Planning Guide

Once you have reviewed this information and are ready to move ahead, it's time to give some thought to the details of your event. To assist in this essential pre-technology planning, we have prepared this UHCL Webinar Logistical Planning Guide. Please complete this worksheet **before** your kick-off/preliminary planning meeting with OIT about your Zoom Webinar request. Please complete it as thoroughly as possible, as it will serve as the foundation for the next steps in the planning process.

Event Information

Name:

Date:

Time:

Expected Attendance:

Event Outline/Timeline - *Below is an example of the type of information needed. Please edit or attach an existing outline document.*

1:00PM - Webinar begins with welcome message from [host name]

1:10PM - Recorded welcome from Pres. Blake

1:15PM - YouTube Video

1:20PM - Introduction of panelists

1:30PM - Panelist [name] begins presentation

2:00PM - Q&A Session w Panelist [name]

2:25PM - Closing remarks from [host name]

2:30PM - Webinar ends

Should the Webinar be recorded?

Event Registration/Communication

Will your event require participants to register in advance, or will you provide a link that anyone can use?

Will you be using Zoom's built-in registration and communication tools, or will you handle that outside of Zoom (e.g., iModules, website, etc.)?

Host/Facilitator/Panelist Information (name and email address for each)

Event Host

Name and Email Address:

Do they already have Webinar access?

Do they have previous experience hosting a Zoom Webinar (not just Zoom meetings)?

Co-Host

Name and Email Address:

Q&A Facilitator

Name and Email Address:

Additional Hosts/Facilitators

Name and Email Address:

Panelists (add more, as needed)

Panelist 1 Name and Email Address:

Panelist 2 Name and Email Address:

Panelist 3 Name and Email Address:

Resources/Multimedia

Will the webinar include an in-person/on-site component, in addition to the Zoom Webinar?

If so, where will the on-site component be held (e.g., Bayou Theater, Forest Room)?

Who will be handling the audio/visual feed from the venue to the Zoom Webinar?

Will any online or recorded video be presented during the webinar? If so, please ensure the event host annotates that information about those elements on the Event Outline/Timeline.

Training/Practice Session Support

Which host(s), facilitator(s), panelist(s) need/want training/support in how to host and manage Zoom webinars? **NOTE: We have provided preliminary support materials for self-study (see p. 1 of this document), to be followed by a planning and training session with OIT staff.**

How far in advance of the actual event would you like to hold the "dress rehearsal"/practice session?

Next Steps

1. **As discussed on p1, Webinar Hosts, Co-Hosts, and Facilitators should review BOTH of the recorded one-hour training sessions below to learn how to plan, schedule, and host Zoom webinars:**

[Zoom Webinars, Part 1: Planning Your Webinar \[54:37\]](#)

[Zoom Webinars, Part 2: Hosting Your Webinar \[40:23\]](#)

Once you have completed that bit of "homework," please contact the Support Center to schedule a follow-up planning and training session to address any issues or questions not covered in the video recordings. A member of the OIT staff will be assigned to contact you to schedule a planning/training meeting.

2. The host should schedule the webinar **AND** a "dress rehearsal" webinar (ideally held about a week in advance of the actual event), ensuring that everyone serving as host, co-host, facilitator, panelist, and multimedia support (if needed) participate in the "dress rehearsal." It would help if you also invited your assigned OIT staff member to that session to answer any questions/resolve any issues with you **BEFORE** the day of the actual event.