

Setting Up Your Own Departmental Event on Zoom

This document will cover how to set up and run an event using the standard LSE Zoom license. Zoom offers the potential to upgrade to Zoom Webinar, an add-on that is more suitable for large audiences tuning in to Zoom live. However, not all departments may be able to cover the costs of this additional license. Therefore, the cheapest and alternative way is to use Zoom Meetings, but with some additional restrictions and additions that you may not be familiar with. This document will explain how to use Zoom Meetings with restricted attendee capacity but further Live Streaming capabilities. This way, you are able to invite your speakers and panellists as normal but reduce the chances of security breaches from unwanted attendees.

- 1) Sign into your LSE Zoom account on your web browser by following this link:
<https://lse.zoom.us>
 - a. ***You must be using the Zoom browser rather than the app for these stages, otherwise some settings won't appear for you (i.e. it has been found that the registration tick box is unavailable when setting up a Meeting on the Zoom app, but is available when setting up on the Zoom website browser)***
- 2) Go to the 'Meetings' tab on the left-hand side and click 'Schedule a New Meeting'.
- 3) Enter your title, topic, date/time, and any additional features you need to set the event up.
- 4) Tick the box 'Required' next to the 'Registration' section – **this is the most important part!**
- 5) Make sure 'Video' is set for both hosts and participants and select 'both' for the audio option.
- 6) Tick 'Enable waiting room'.
- 7) Enter the emails of anyone you would like to be able to be a 'co-host' of the meeting in the 'Alternative Hosts' box. This might be departmental members, but would also be useful for any Speakers and Chairs
- 8) Save your meeting

Because you have turned on registration, only those who register can access the live Zoom event. Whoever you give this link to will be able to register (up to 300 people). Therefore, you should send the link to only those people who you want on the event. This may be only the Hosts and Panellists but could also be a selection of audience members that you would like to be at the event proper and who can ask questions. For the public to view the event, they will have to view it through the Live Stream (see below).

Finish setting up your event with the additional options beneath the scheduled Meeting:

- 1) Under 'Registration', you can set whether you want to manually or automatically approve registrants to make sure you know who is attending. You can also set to receive an email notification every time someone registers
- 2) Under 'Email Settings', you can change the email address and display name of any email correspondences with attendees. You can also tailor the email registrants receive after registering
- 3) Under 'Branding', tailor how you would like your registration portal to look visually

You are now ready to start your event. Follow these steps below to ensure maximum security and begin the Live Stream to Facebook. Follow Dave Smith's useful video to learn how to do this best: <https://www.youtube.com/watch?v=qMWRkdW850c&feature=youtu.be>

- 1) Because you have enabled a waiting room, any assigned co-hosts can enter before the feed goes live to non-Hosts. Use this time to make sure everyone is familiar with the technology
- 1) It is during this time that you can also play around with settings etc. (this is up to you!)
- 2) Once you are ready, begin the Meeting so that others can join on – remember, only those that you sent the registration link should be able to join
- 3) In whatever way you see fit, let the audience know that you are setting up the live stream and will begin soon
- 4) Whoever is an admin of their departmental Facebook page needs to be the person to set up the live stream. They also must be the Host of the meeting, so do bear this in mind when assigning Hosts (although this can be changed in-meeting if necessary)
- 5) The person setting up the live stream should click 'More' at the bottom of the screen and click on the 'Live Stream to Facebook' option. This will then redirect you to your Facebook account
- 6) Be sure to set the correct page you wish to post to – the departmental page should appear under the 'share to a page you manage' if you are an admin. Click this option and follow through the steps on screen. Set a title, description etc. (which you can type beforehand and copy/paste). If you have already created an event on Facebook for this event prior to starting the meeting, you should be able to click that event and it will post directly as part of that event
- 7) Click 'go live' and ensure you can see the Zoom event that is waiting to begin. People who follow your page will get a notification telling them your page has 'gone live'. Others can then share and post on the live stream on Facebook
- 8) Tell your Chair/Host through a private chat (can be done on Zoom by sending a direct message, or through another software) that the live stream is ready, and they can begin. Wait and double check that the live stream is working and that you can see the event in progress

During the event, to avoid interference from unwanted audience members, you will have to tell them to turn off their video and audio, and to either use the 'raise hand' or 'chat' function to ask questions. If an attendee raises a hand, you can then invite them to unmute themselves and ask a question during your Q&A. Alternatively, have attendees ask questions in the chat, and assign a staff member to moderate it and update the Chair during the Q&A portion.

'End meeting' at the end of the event, and that will also stop the live stream.