



Tools & Tricks For A Successful Virtual Experience



Overview



Today's Goals

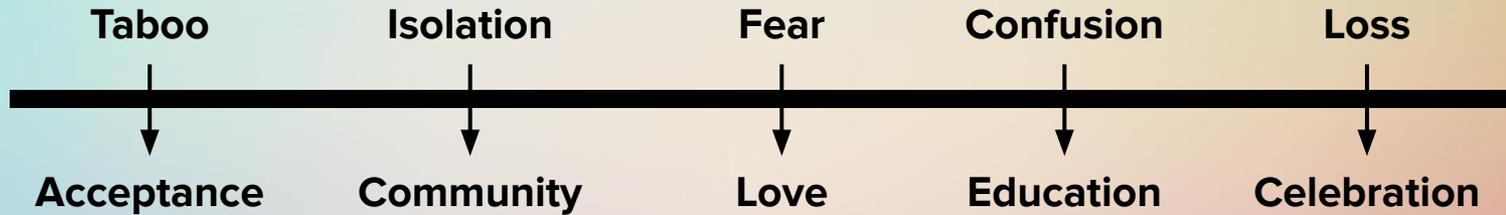
- Feel comfortable with designing a virtual experience
- Creative ideation around different ideas
- Knowledge of different tips and tricks
- Get inspired



Agenda

- Welcome + Goals
- Considerations, Elements and Features
- Range of Virtual Platforms
- Zoom Deep Dive
- Facebook Live
- Q + A
- Breakouts

Working to transform our individual and collective experience around serious illness, caregiving, dying, grieving...and *living*.





re imagine

Life, Loss, & Love

A Worldwide Virtual Festival

May 1 - July 9



Hosting Virtual Events

Salon

Advance Care Planning Workshop

Grief yoga

Author Talk

Dance Class

Possible Reimagine Events



Comedy show

Art tour

Altar-building workshop

Concert

Interdisciplinary

A Reflection

Interfaith Discussion

Step 1: Considerations



Objective(s) Teaching, provide an experience, connection

Content Presentation, audio, video, how-to, performance

Interaction One speaker, multi-speaker, feedback, dialogue

Step 2: Elements of a Virtual Event



Opening

General setting of expectations + code of conduct

Sharing

Information, talk, art, music, knowledge share

Connection

Some sort of connection and opportunity to participate

Closing

Thanks, remarks, follow-up

Step 3: What features do you need?

Mute / Unmute

Control audio settings

Video On / Off

Control video settings

Screenshare

Who's sharing information?

Chat box

Are participants engaging in dialogue?

Breakout Groups

Will participants be engaging with each other?

Spotlight

Will there be featured speakers?





Virtual Event Tips

- Simplify/Shorten (# of people, transitions, amount of time)
- Prepare your attendees in advance (flow, technology)
- Encourage interaction
- Have a plan and back-up support in case you run into an issue



Designing & Producing Your Event

- Preparation
- Opening
- Engaging Audience
- Moderators & Helpers
- Closing



Preparation

- Prep main points, statements or goals for the experience
- Determine length of experience
- Do a run through
- Have technology set up + powered
- Turn off sounds and notifications
- Review settings
- Use a slide template



Opening

- Prep opening statement
- Share agenda for experience
- Provide any guidelines for digital interaction
- Cue any technology asks



Engaging the Audience

- Have an ice breaker welcome activity
- Try out the features like poll, Q&A, raising hand, breakout groups, chat box
- Don't be afraid to break out of sequence and engage the audience
- Know how to mute and unmute
- Invite people to share



Moderators & Helpers

- Have help managing technology
- Have moderators to answer Q&A
- Invite friends to participate for support



Closing

- Make any announcements
- How can people follow up
- Tell people how to stay connected
- Where can they find you on social platforms
- What can they expect next
- Will your recording or event be shared

Zoom

Zoom Meeting

Crowdcast

Facebook Live

Twitch

Possible Platforms

Instagram

Facebook Live

TikTok

YouTube

Facebook

GoTo Meeting

Zoom Webinar



Zoom: Meeting vs. Webinar

	Meeting	Webinar
Ideal For	Interactive sessions, audience participation	Large audiences, usually less speakers
Cost	Free + paid options	Cost
Participants	Attendee or co-host	Attendee, co-host, panelist
Audio	Host or participants can mute / unmute	Attendees are listen only, hosts or panelists can mute/unmute
Video	All participants	Hosts or panelists
Attendees	100 - 1,000	Up to 100 - 10,000
Chat	In meeting	In webinar
Additional features	Breakout rooms, Livestream, polling, whiteboard	Q&A, Raise hand, Paypal, Livestream, polling, whiteboard



Various Platforms + Attributes

Platform	Experience Type	Special Features
Zoom (Meeting)	Knowledge Sharing	Collaborative, screen sharing, multi participant functionality
Zoom (Webinar)	Broadcast	View only, registration,
Facebook Live	Livestreaming	Live Contributors, pinned comments, video permalinks + insights
Twitch	In real life streaming (music, podcasts, panels)	Direct messaging, unique chat rooms, social network functionality
Crowdcast	Knowledge Sharing	Green room, chat rooms,





And Don't Forget...

- Experiment and **Practice!**
- Allow for space
- Encourage a learning culture
- Remember to take a breath and be present--it's a highlight, no matter what



Zoom Deep Dive





Zoom Deep Dive

1. Considerations **before** the event
2. Considerations **during** the event
 - Presentation
 - Interaction



Considerations *Before the Event*

- Type of experience will inform **format**
- Confirm **settings** & consider **security**
- Prepare for **screen share**
- Prepare & test **audio**
- Set up **interactive activities**
- **Communicate** to attendees
- Assign **key roles**
- Experiment and **practice!**

Type of Experience Will Inform Format

Need high quality audio?

Use external microphone



Large and/or complicated event?

Have a technology manager

Will participants engage with each other?

Use breakout groups

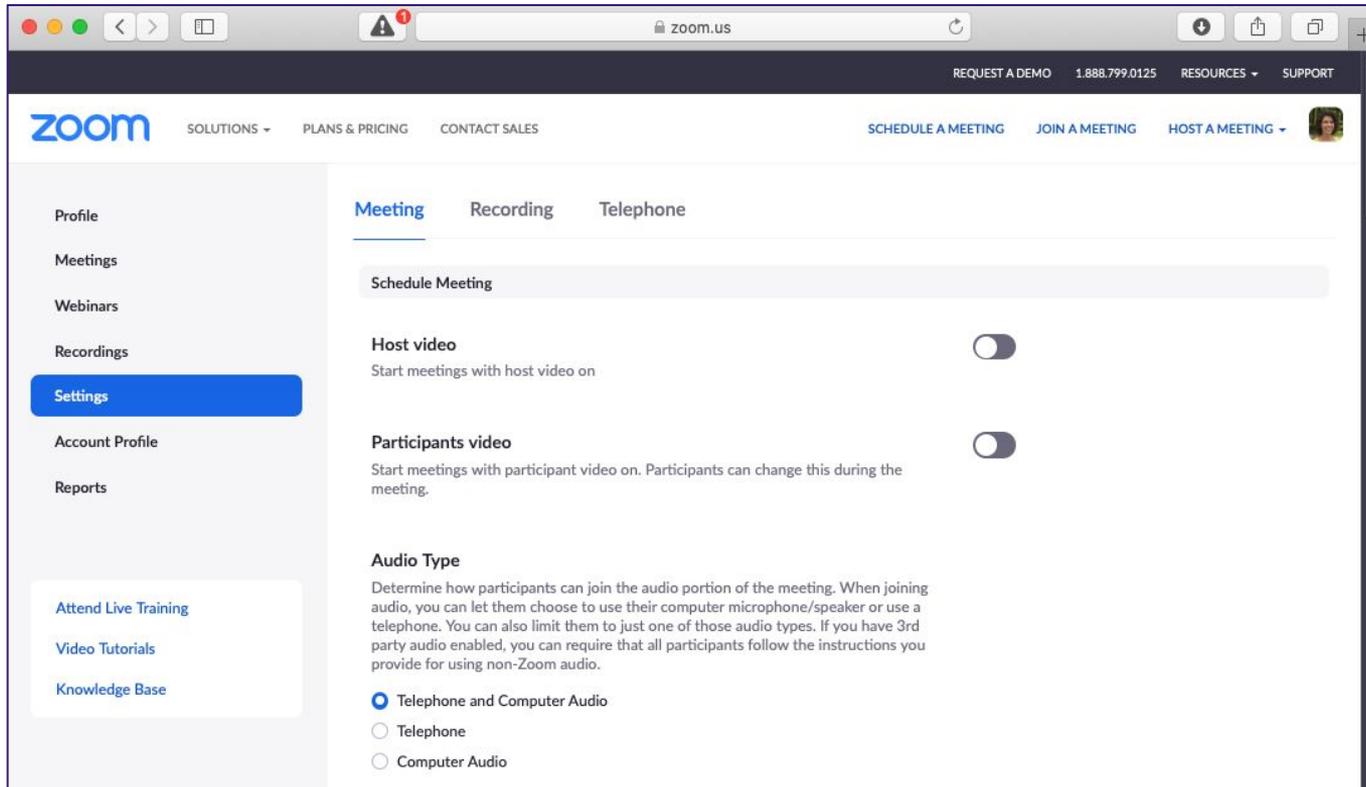
Will there be featured speakers?

Use spotlight

Confirm Settings

Visit zoom.us/profile/setting.

Review all settings to ensure they align with your needs & vision.



The screenshot shows the Zoom profile settings page in a web browser. The browser's address bar displays 'zoom.us'. The page header includes navigation links for 'REQUEST A DEMO', '1.888.799.0125', 'RESOURCES', and 'SUPPORT'. Below the header, there are links for 'SOLUTIONS', 'PLANS & PRICING', 'CONTACT SALES', 'SCHEDULE A MEETING', 'JOIN A MEETING', and 'HOST A MEETING'. The left sidebar contains a menu with 'Profile', 'Meetings', 'Webinars', 'Recordings', 'Settings' (highlighted in blue), 'Account Profile', and 'Reports'. Below the menu, there are links for 'Attend Live Training', 'Video Tutorials', and 'Knowledge Base'. The main content area is titled 'Meeting' and has sub-tabs for 'Recording' and 'Telephone'. Under the 'Meeting' tab, there is a 'Schedule Meeting' button. Below that, there are two toggle switches: 'Host video' (turned off) and 'Participants video' (turned off). At the bottom, there is a section for 'Audio Type' with a description and three radio button options: 'Telephone and Computer Audio' (selected), 'Telephone', and 'Computer Audio'.



Confirm Settings

zoom.us/profile/setting

Mute participants upon entry

Automatically mute all participants when they join the meeting. The host controls whether participants can unmute themselves. 



Chat

Allow meeting participants to send a message visible to all participants

Prevent participants from saving chat 



Private chat

Allow meeting participants to send a private 1:1 message to another participant.



File transfer

Hosts and participants can send files through the in-meeting chat. 



Co-host

Allow the host to add co-hosts. Co-hosts have the same in-meeting controls as the host.



Confirm Settings

zoom.us/profile/setting

Polling

Add 'Polls' to the meeting controls. This allows the host to survey the attendees. 



Screen sharing

Allow host and participants to share their screen or content during meetings



Who can share?

Host Only All Participants 

Who can start sharing when someone else is sharing?

Host Only All Participants 

Nonverbal feedback

Participants in a meeting can provide nonverbal feedback and express opinions by clicking on icons in the Participants panel. 



Breakout room

Allow host to split meeting participants into separate, smaller rooms



Allow host to assign participants to breakout rooms when scheduling 



Confirm Settings

zoom.us/profile/setting

Allow live streaming the meetings



- Facebook
- Workplace by Facebook
- YouTube
- Custom Live Streaming Service

Provide specific instructions that will enable meeting hosts in your account to configure live streaming

Save

Cancel



Security Setting | *Waiting Room* (optional)

Find at zoom.us/profile/setting:



Waiting room  

Attendees cannot join a meeting until a host admits them individually from the waiting room. If Waiting room is enabled, the option for attendees to join the meeting before the host arrives is automatically disabled. 

Choose which participants to place in the waiting room:

- All participants
- Guest participants only 
- Allow internal participants to admit guests from the waiting room if the host is not present

Save **Cancel**

Customize the title, logo, and description 

In-meeting view:

Participants (3)

1 person is waiting

 LW	Lisa Williams	Admit	Remove
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Security Settings

Options to consider based on type of event:

Scheduling controls

- Register participants ([link](#))
- Enable waiting room ([link](#))
- Host a Zoom Webinar to limit engagement to predetermined panelists

[\(comparison of Zoom Meeting & Webinar\)](#)

In-event controls

- Disable chat
- Limit screen share to hosts
- Mute all participants
- Disable annotation

Prepare for Screen and/or Audio Share

- ❑ **What will be shared?**

- ❑ Slides?
- ❑ Video Clip?
- ❑ Window of a computer application?
- ❑ Audio clip?

Have relevant materials at the ready

- ❑ **Who will share?**

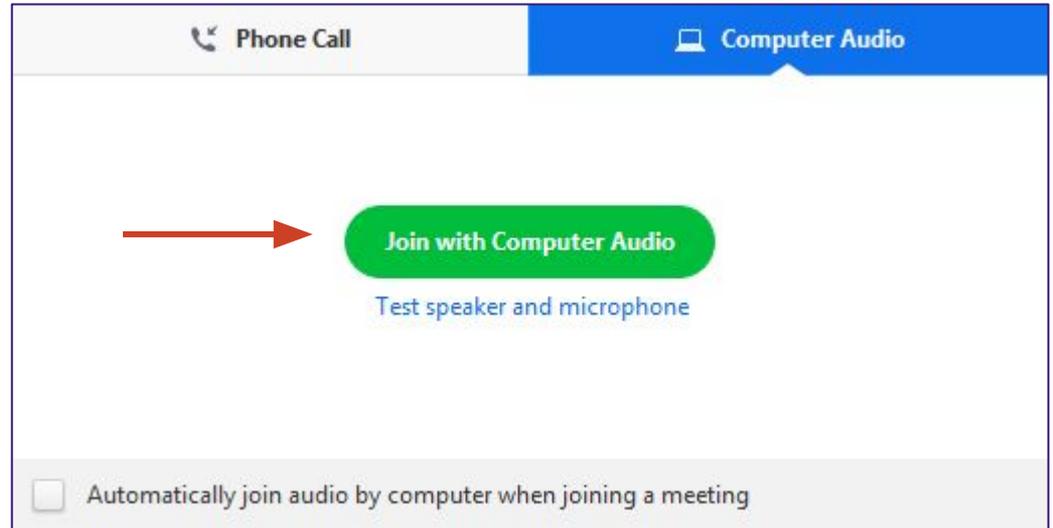
- ❑ Check Zoom settings to ensure others' permission to screen share

- ❑ **Screen sharing in full Zoom session or in breakout groups?**



Prepare Audio

- To minimize risk of audio lag, **join audio by phone**.
- **If audio quality is important for the experience** (i.e. for a musical performance), consider connecting a microphone to your phone or computer.
- **Test audio** in advance of event.



Test Audio

A screenshot of a video player's audio settings menu. The menu is dark-themed and contains the following options:

- Select a Microphone
 - Same as System
 - ✓ Plantronics Savi 7xx
 - Built-in Microphone (Internal Microphone)
 - HD Pro Webcam C920
- Select a Speaker
 - Same as System
 - ✓ Plantronics Savi 7xx
 - Built-in Output (Internal Speakers)
- Leave Computer Audio
- Audio Options...

At the bottom of the player, there are three icons: a microphone with a red slash over it labeled 'Unmute', a square button with an upward-pointing chevron (highlighted with a red box), and a video camera icon with a red slash over it labeled 'Stop Video'. A small 'Molly Park' watermark is visible in the bottom right corner of the video area.

Set Up Polls (if needed)



zoom SOLUTIONS ▾ PLANS & PRICING ▾

- Profile
- Meetings**
- Webinars
- Recordings
- Settings
- Account Profile
- Reports

[Attend Live Training](#)

[Video Tutorials](#)

[Knowledge Base](#)

[Delete this Meeting](#) [Save as a Meeting Template](#) [Edit this Meeting](#) [Join Now](#)

You have created 1 poll for this meeting.

Title	Total Questions	Anonymous	
▼ Poll 1:ReImagine Poll	1 question	No	Edit Delete Add

Add a Poll

Enter a title for this poll.

Anonymous? ⓘ

1.

Type your question here.

Single Choice Multiple Choice

Answer 1

Answer 2

Answer 3 (Optional)

Answer 4 (Optional)

Answer 5 (Optional)

Answer 6 (Optional)

Answer 7 (Optional)

Answer 8 (Optional)

Answer 9 (Optional)

Answer 10 (Optional)

[Delete](#)

[+ Add a Question](#)

[Save](#) [Cancel](#)

Communicate to Attendees

Sample Checklist for Virtual Participation

- ❑ **If you know you have less than optimal internet connection, we urge you to join through both a phone (for audio) and your computer (for video).** You may do so by joining the online meeting via the Zoom link and opting to join via phone audio. When you are dialing in, please be sure to enter your participant ID. Here is a step-by-step guide to help:
<https://support.zoom.us/hc/en-us/articles/201362663-Joining-a-meeting-by-phone>
- ❑ **Please mute yourself when you are not speaking.** This helps cut down on background noise like sirens, landlines, etc.
- ❑ **Please check that your video camera is on.** We encourage that you also join us via video. Seeing each other's faces makes for a more engaging experience.
- ❑ **Rename yourself after logging into Zoom.** We do not plan to go around the virtual table introducing everyone. Instead, we ask you that you please rename yourself by hovering over your name in the "Participants" tab. Please change your name to be First name Last Name, Affiliation ("Chair," "Co-chair," "WG Member," "Observer") so we can identify and engage each other better. Ex. "David Plumb, Facilitator"
- ❑ **Bring a learning mindset** as we try out new technology to maximize engagement in this online setting! Thank you!



Assign Key Roles

❑ Technology Manager

- ❑ Mute and unmute attendees as needed
- ❑ Manage screen share
- ❑ Quickly respond to tech support issues or security incidents
- ❑ Administer polls or breakout groups
- ❑ Manage waiting room

❑ Moderator

- ❑ Provide welcome & event overview
- ❑ Introduce the technology
- ❑ Respond to chat messages

❑ Presenters

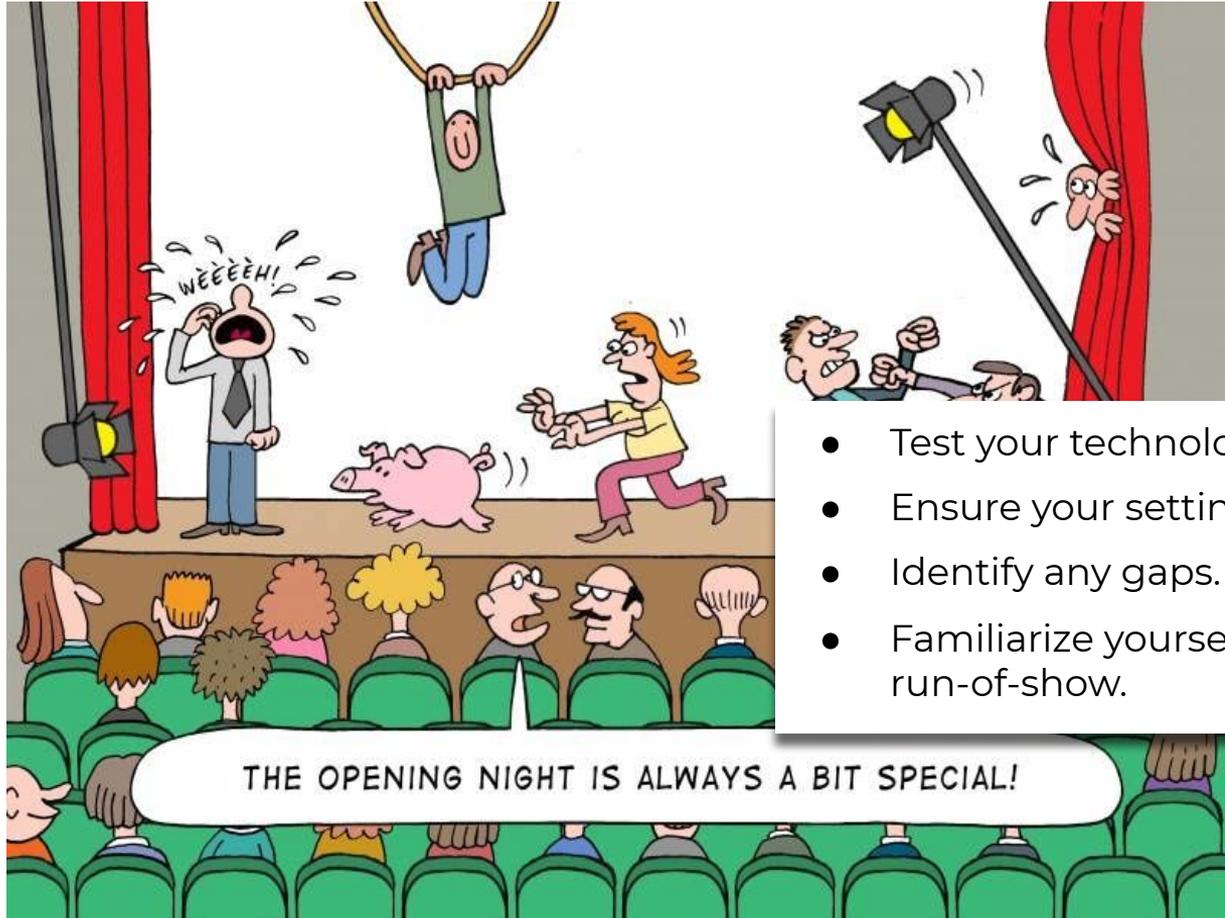
- ❑ Deliver content

*Ensure people in key roles are **co-hosts**.*

Depending on size & complexity of the event, one person can serve multiple roles.



Experiment and Practice!



- Test your technology.
- Ensure your settings are correct.
- Identify any gaps.
- Familiarize yourself with the run-of-show.



During the Presentation

- Orient attendees
- Host Controls
 - Mute/unmute attendees
 - Spotlight a participant
- Screen Sharing
- Security

Orient Attendees

Intro to Attendee Controls



The screenshot shows a Zoom meeting interface with several key areas annotated with blue arrows and text:

- Participant ID:** An arrow points to the number "17" next to the "Participant ID:" label.
- Join Audio:** An arrow points to the "Join Audio" button, which is highlighted with a red box and labeled "Computer Audio Connected".
- Share:** An arrow points to the "Share" button, which is highlighted with a red box and labeled "Share screen".
- Invite Others:** An arrow points to the "Invite Others" button, which is highlighted with a red box.
- Mute and Unmute Yourself:** An arrow points to the "Mute" button in the bottom toolbar.
- Turn your camera on or off:** An arrow points to the "Start Video" button in the bottom toolbar.
- Chat box:** An arrow points to the "Chat" button in the bottom toolbar.
- Participants Panel:** An arrow points to the "Participants (1)" panel on the right, which shows a list of participants with "Mute" and "Rename" buttons. A text box next to it says: "Change your screen name to First name Last Name, Affiliation ('Chair,' 'Co-chair,' 'WG Member,' 'Observer')".
- Zoom Group Chat:** An arrow points to the "Zoom Group Chat" section on the right, which includes a "To:" dropdown menu and a "type message here..." input field. A text box next to it says: "Direct your chat to a specific person".
- Raise Hand:** An arrow points to the "Raise Hand" button in the bottom toolbar, which is highlighted with a red box and labeled "Raise hand for questions/comments".

Orient Attendees

Provide agenda overview to set expectations for engagement



Agenda

1 hour

- Welcome + Goals
- Types of virtual experience
- Key considerations for
- Range of virtual platforms
- Zoom deep dive
- Facebook Live
- Q + A
- Breakouts



Today's Goals

- Consider key questions to ask when designing a virtual experience
- Share tools for successful virtual experience
- Get inspired

Host Controls

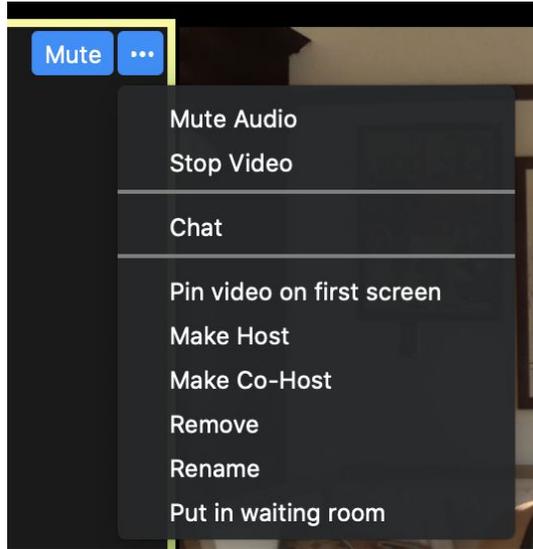


A screenshot of a Zoom meeting interface. The main window shows two video thumbnails: the top one is for 'Desi' and the bottom one is for 'Julia Golomb'. The bottom toolbar is highlighted with a red border and contains icons for Mute, Stop Video, Security, Participants (2), Chat, Share Screen, Polling, Record, Closed Caption, Breakout Rooms, Reactions, and End Meeting. On the right side, a 'Participants (2)' panel lists 'Julia Golomb (Host, me)' and 'Desi', each with a microphone icon. At the bottom right, there are reaction buttons (yes, no, go...wer, go...ster, more, clear all) and a 'More' dropdown menu.

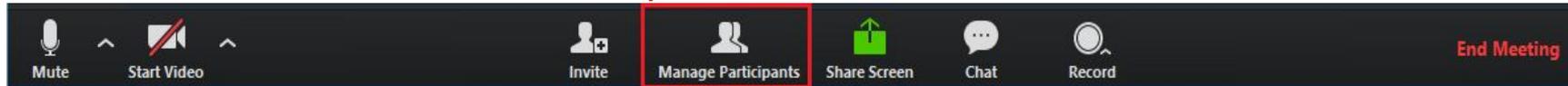
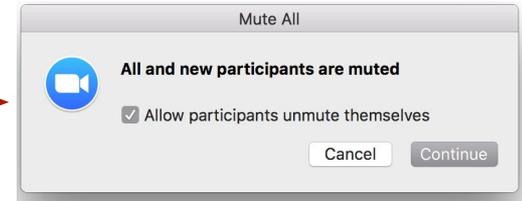
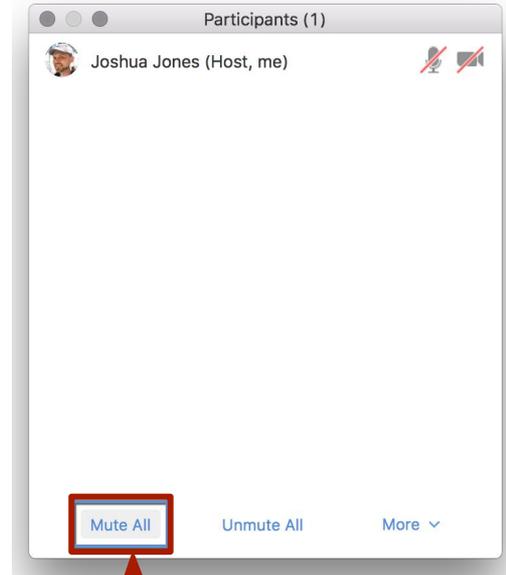
Host Controls

Mute Attendees

Mute an individual:



Or mute all participants:

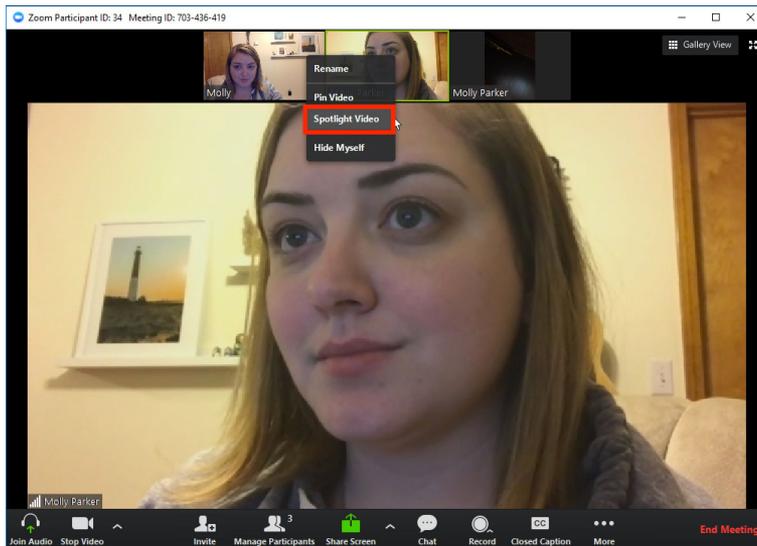


Host Controls

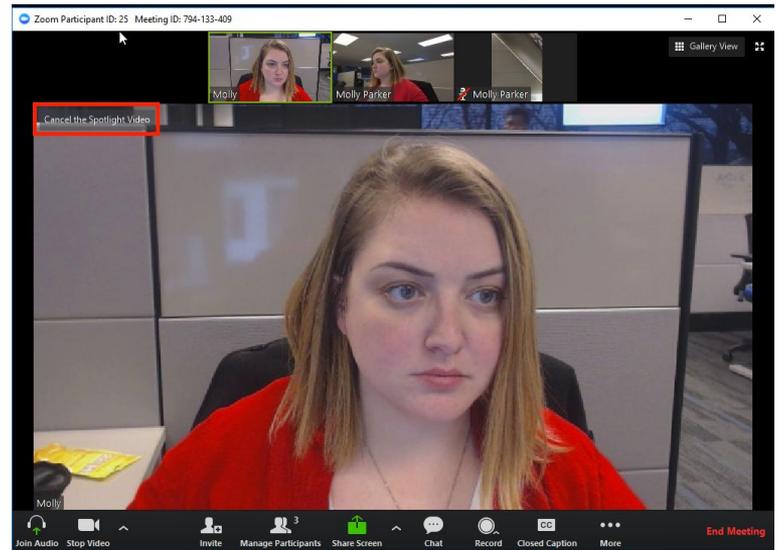
Spotlight a Participant



Spotlight:



End spotlight:



Screen Sharing

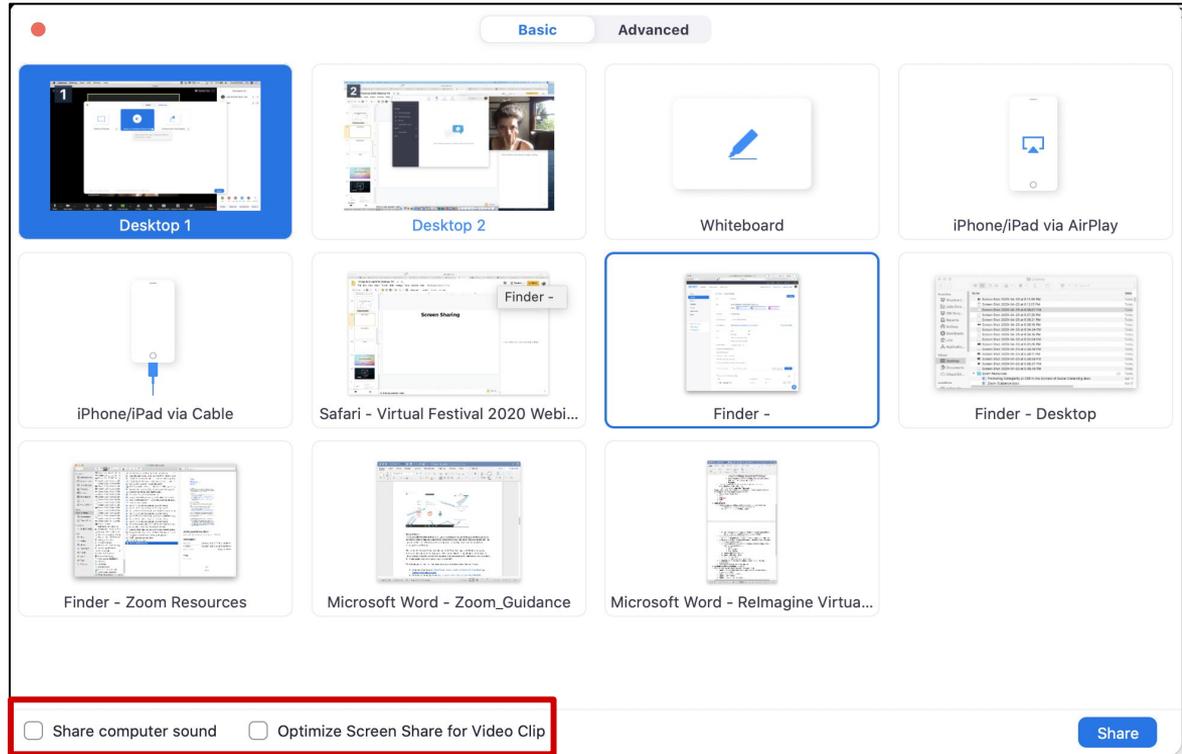
“Basic” tab

Share your
entire
desktop...

a single open
window...

or a
whiteboard

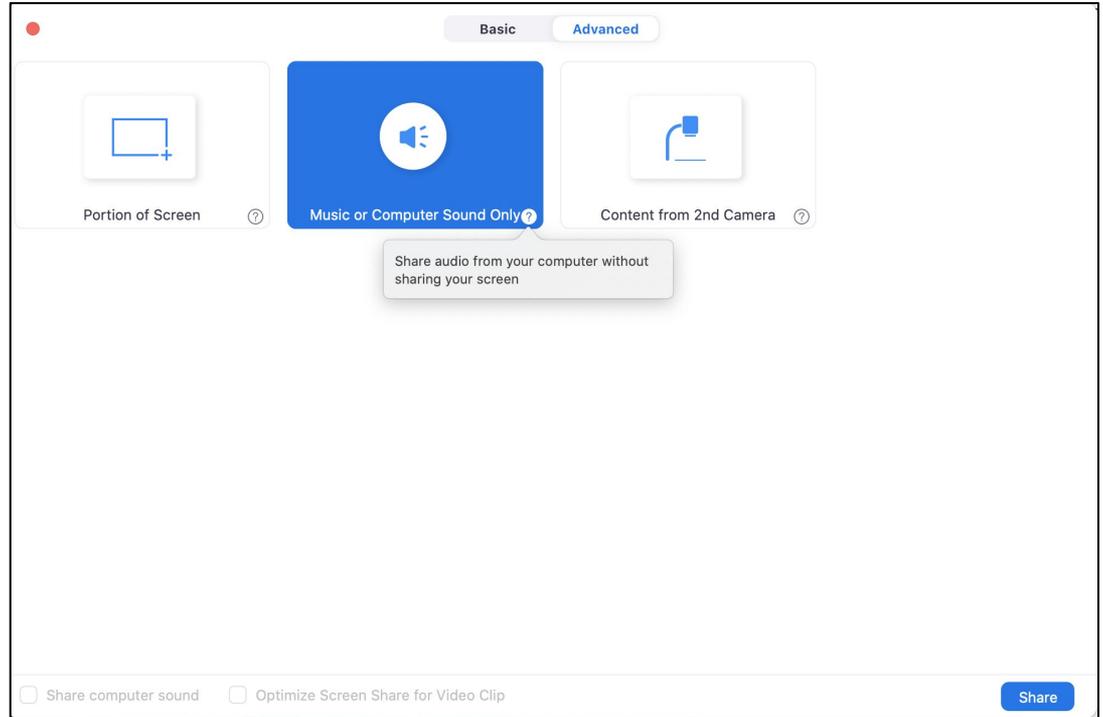
Note options:



Screen Sharing

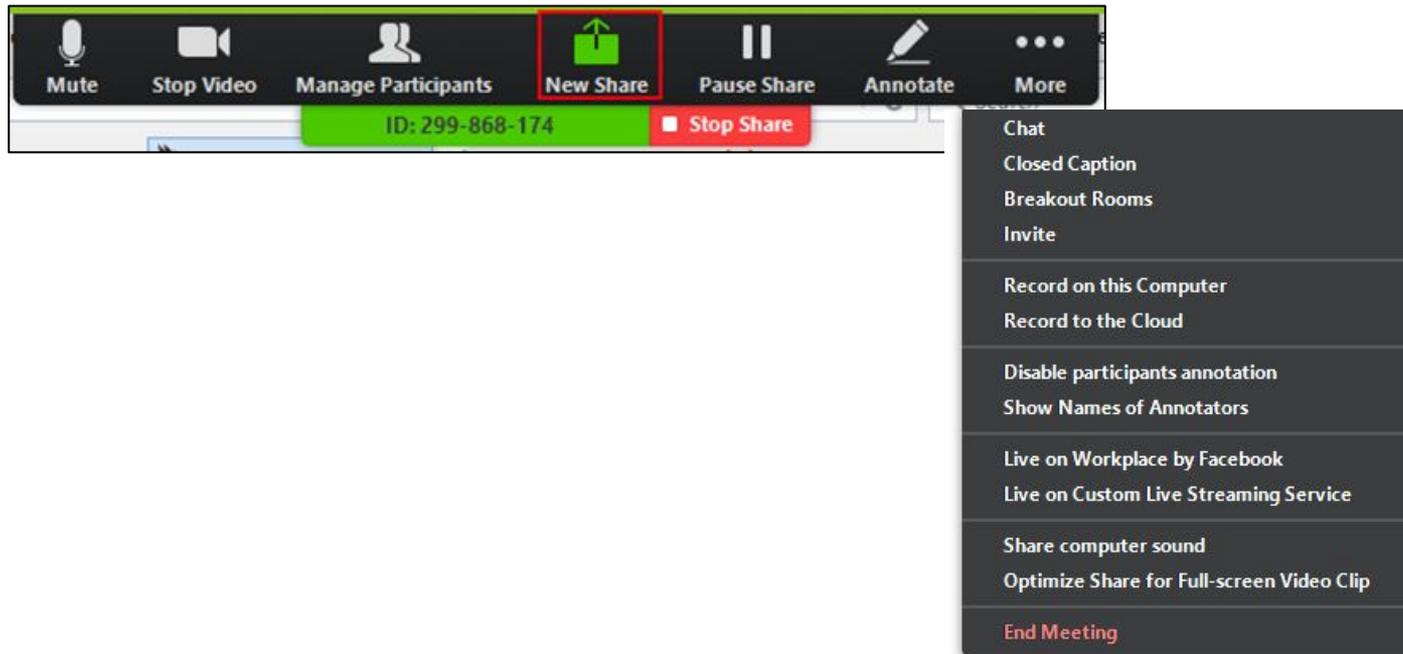
“Advanced” tab

Option to share music
or computer sound
only:

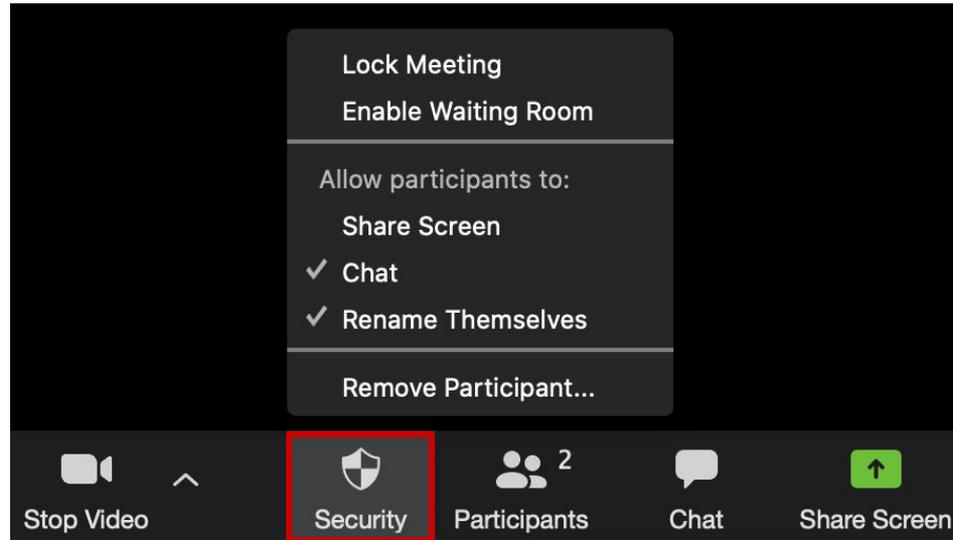


Screen Sharing Menu

When you start sharing your screen, the meeting controls will move into a menu that you can drag around your screen.



Security



If a security incident occurs (aka Zoom bombing):

- Respond via the security button in the host toolbar
- Option to deactivate chat
- Remove the hacker(s) via “Remove Participant”



Facilitating Interaction

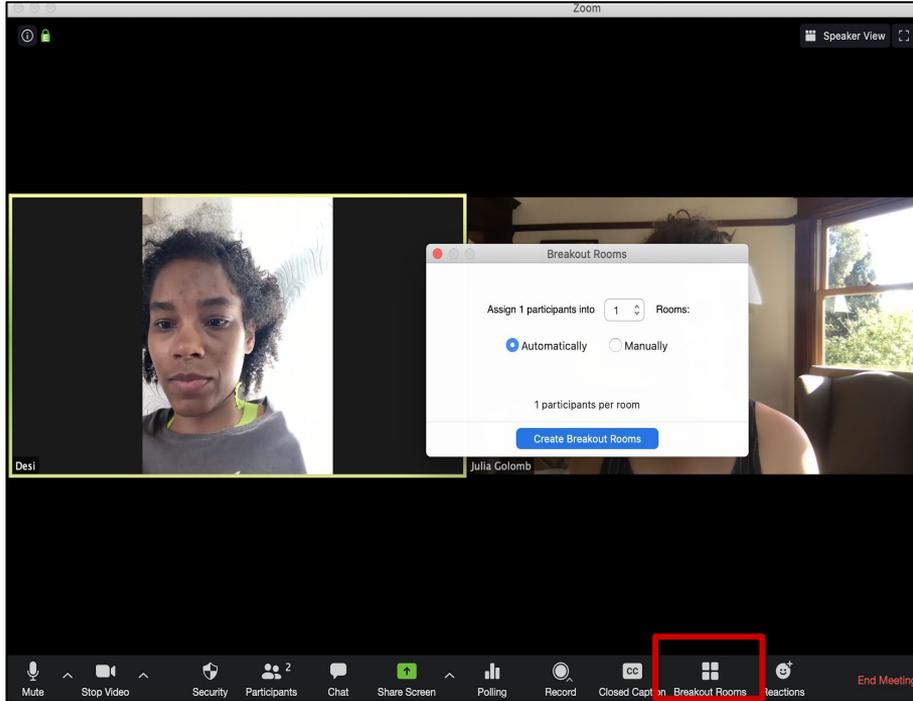
- Breakout Rooms
- Polling
- Chat



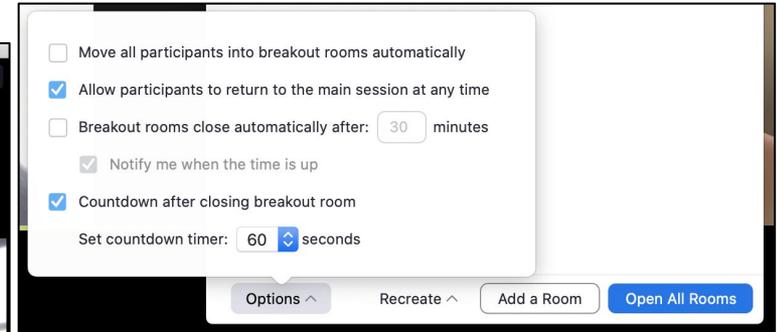
Breakout Rooms

- Split your Zoom meeting in *up to 50* separate sessions.
- The meeting host can choose to split attendees into these separate sessions automatically or manually.
- Host can switch between sessions at any time.

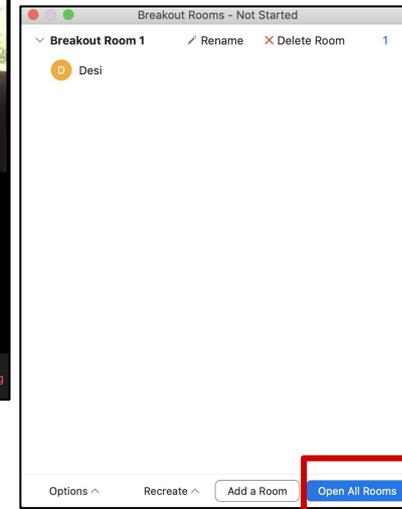
Breakout Rooms [\(link\)](#)



1. Click
“Breakout
Rooms”



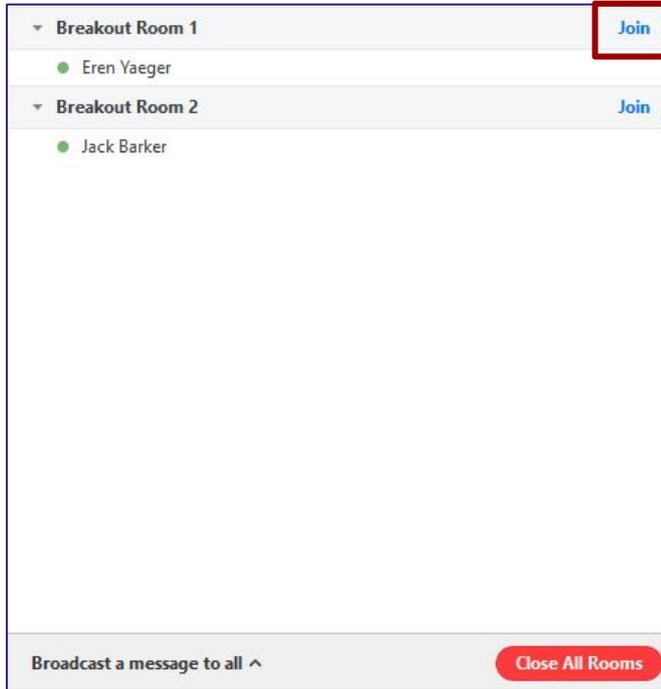
2. Choose settings



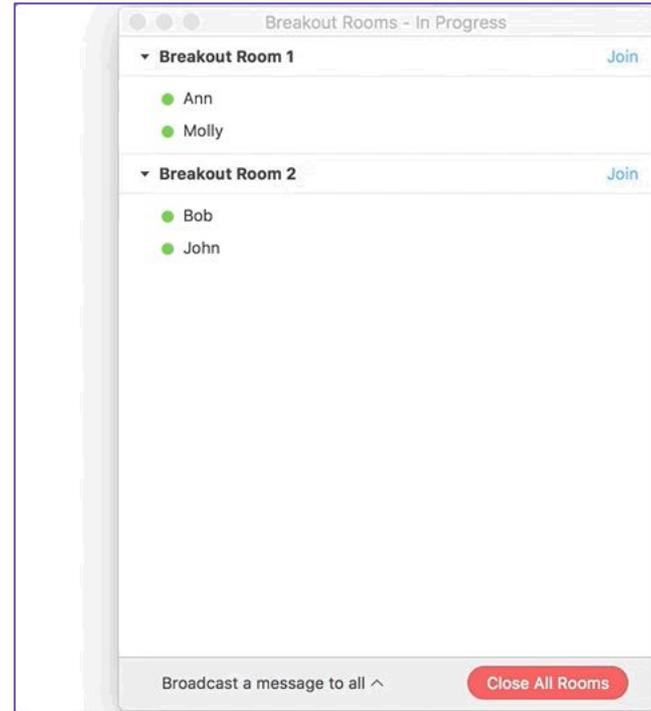
3. Select “Open
All Rooms”

Breakout Rooms [\(link\)](#)

The host will stay in the main meeting until joining a session manually.



Broadcast a message to all breakout rooms:



This message will appear to all participants in rooms:

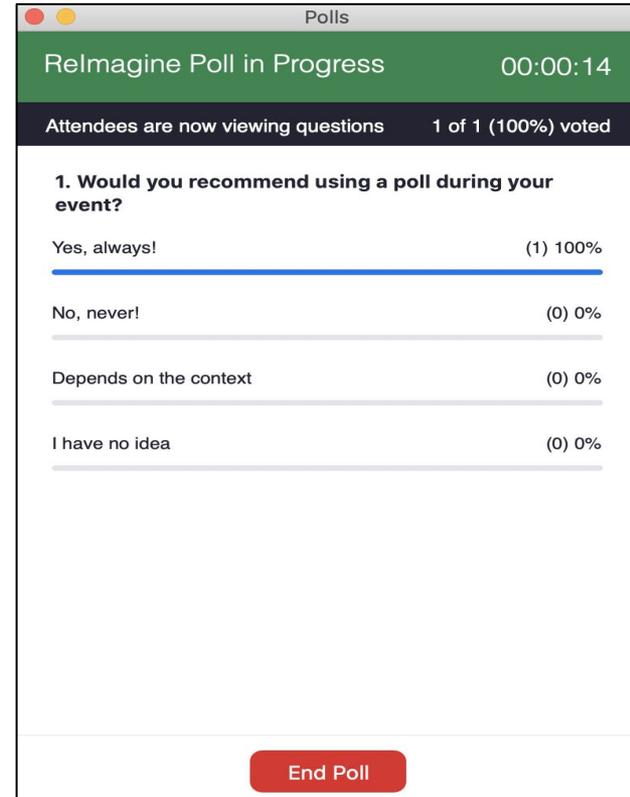
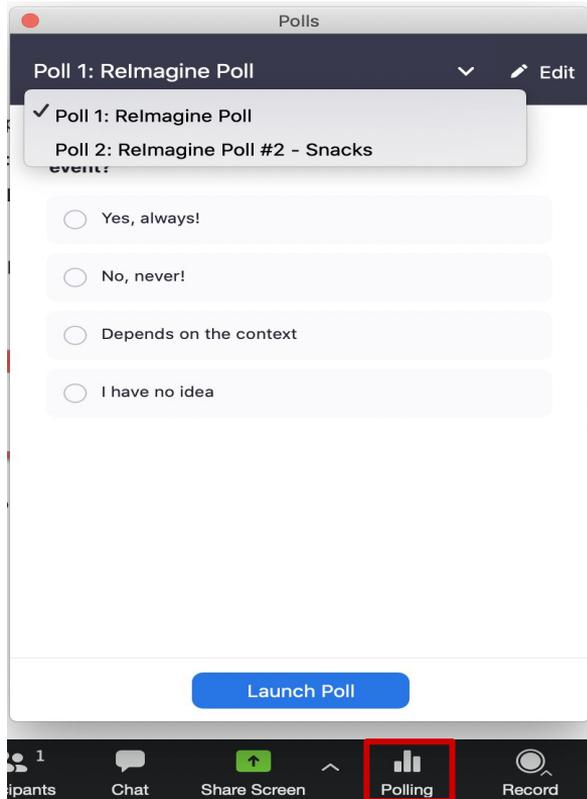
From Molly Parker to everyone: We will be returning to the main room in 5 minutes.



Implement polls

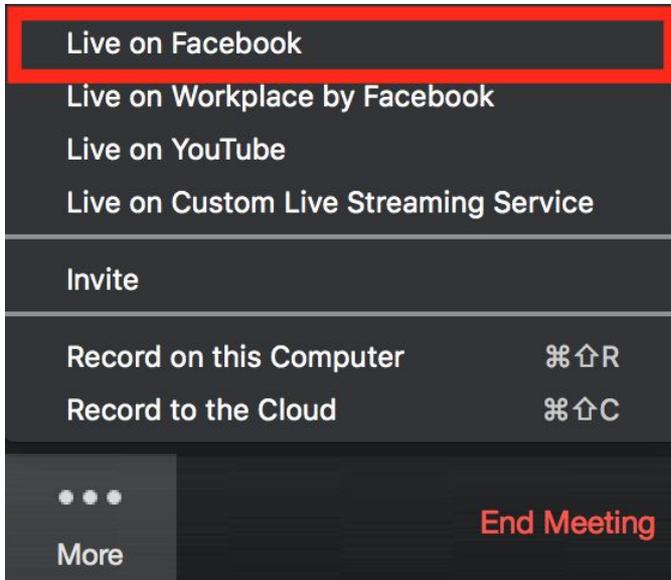


Remember:
Prepare poll
in advance,
via web
settings

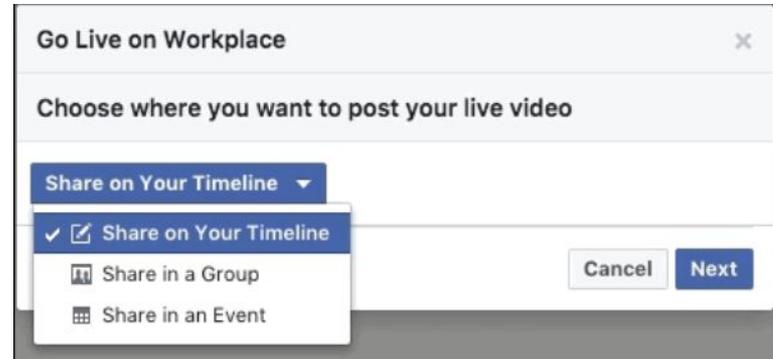


Stream Zoom to Facebook Live

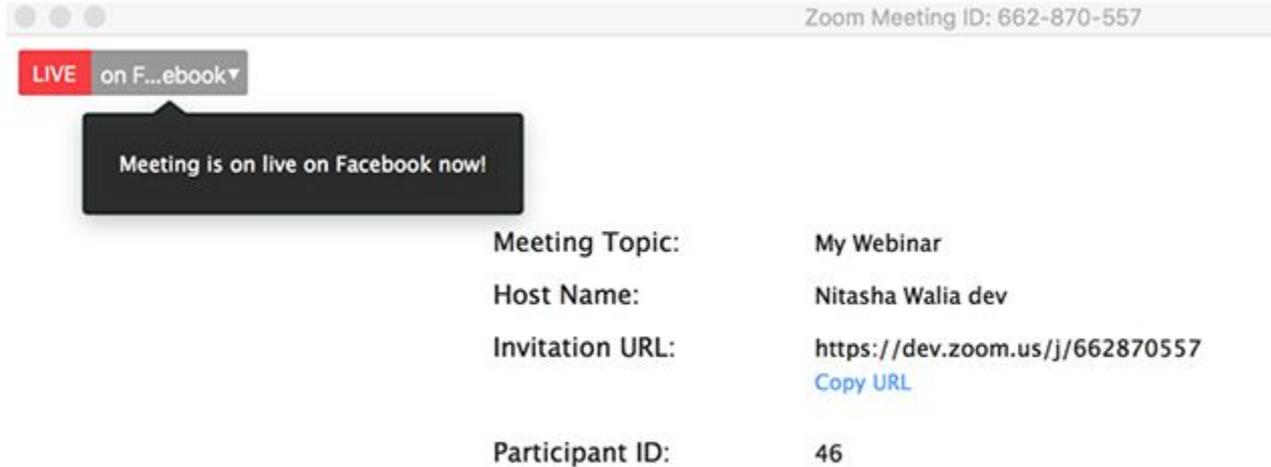
Host control bar



...will open web browser



Stream Zoom to Facebook Live



The image shows a screenshot of a Zoom meeting window. At the top right, the text "Zoom Meeting ID: 662-870-557" is visible. Below the title bar, there is a notification bar with a red "LIVE" button and a dropdown menu showing "on F...ebook". A black tooltip box points to the dropdown menu with the text "Meeting is on live on Facebook now!". Below the notification bar, the meeting details are listed:

Meeting Topic:	My Webinar
Host Name:	Nitasha Walia dev
Invitation URL:	https://dev.zoom.us/j/662870557 Copy URL
Participant ID:	46



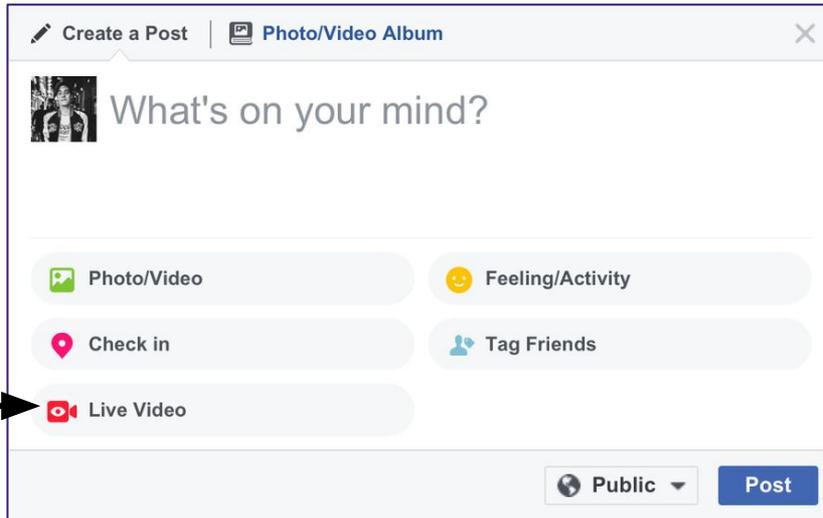
Facebook Live



Live Streaming via Facebook Live

To start a live broadcast **from a computer**:

Click “Live Video” from the top of your Facebook News Feed or Timeline. Follow prompts to add a description & choose your audience.



During your live stream, **people can react & comment**. You can **write replies** to comments or respond to them in your streaming broadcast.

If you live stream to your timeline, you'll be able to **choose your audience**. When you end your live stream, it will stay where you shared it as a video post.

Facebook Live Producer www.facebook.com/live/producer



The screenshot shows the Facebook Live Producer interface. At the top, there's a navigation bar with a search bar, the user's name "Julia", and options for "Home", "Create", and notifications. Below the navigation bar, the "Live" section is active, with tabs for "Stream Setup", "Stream Health", "Polls", "Questions", and "Help".

The left sidebar contains several options: "Switch to previous version", "Go Live Now" (highlighted), "Schedule a Live Video", and "Upcoming Live Videos". Below this is a "Post" section for user "Julia Rose", including a "Share to Your Timeline" dropdown, a "Public" privacy setting, a text input for the live video title, and a text area for a description. At the bottom of the sidebar is a "Gaming" section.

The main content area is titled "Going Live on Facebook" and provides instructions: "First, choose how to create a live video. You can go live using your camera, a streaming software, or a paired encoder. After you set up your live video, make sure to review your post details. Then start your live video." Below this are three options: "Use Stream Key", "Use Camera" (which is selected and highlighted with a blue border), and "Use Paired Encoder".

There are two main panels on the right side of the main content area. The "Settings" panel has dropdown menus for "Stream" and "Viewing". The "Setup" panel includes a "Select a media s..." dropdown, a "Share Screen" button, and a "Select a media source" dropdown. Below these panels is a "Quick Access to Your Live Videos" section, which includes a "Live Video URL" and a "Copy" button. A note states: "URL will appear after live video is created".



Collaborator Help Center

Reminder to review and reference our [Help Center](#):

- Help with conceptualizing your event within the Reimagine context
- Walk-through of logistics important for any event
- Timeline of important dates