**Rotary Zoom Webinars**
**Planning & Conducting**
**May 16.2020 District Assembly**

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## Planning to Communicate:

These Rotary webinars are expected to last about an hour.  D5080 Assembly webinars should have a 20-minute presentation (to be recorded and potentially useful in upcoming Club Meetings), and a 20 minute timeframe for questions, or 'chat' that can continue up to the hour allocated for each presentation.  Successful webinars will combine a visual and verbal presentation.

If you **integrate videos,** they must be in a format that works with Zoom.  MP4 videos & PowerPoint presentations are two we know that work well.

## Getting Ready:

The more you know about communicating online with Zoom, the more comfortable you will be. We are planning a couple of **"trial runs"** before the May 16 assembly to make sure we are comfortable with the platform.

In viewing the videos listed at the end of this document, note the vital communication tools built into Zoom. (Video one is a fast-talking Rotarian, video two is a slower version of how to use the program…)

- Muting & unmuting to manage sound & ask questions
- Sharing screen for videos & PowerPoints
- Sharing screen with whiteboard
- Starting & stopping your video [that is, controlling whether other participants can see you]
- Sharing links so your audience can learn more
- Chatting to ask questions
- Bringing others into your webinar/call

We've learned that there must be two people dedicated to each webinar: 'The Presenter' & 'The Tech.'

- **'The Presenter'** is the person actually speaking during the presentation. The Presenters job:
  - Decide the content, write the script, find the videos
  - Effectively present the topics in the script
  - Introduce other elements, like video or PowerPoint
  - Knowledgeably answer questions from attendees

- **'The Tech'** really makes everything else happen--the multiplicity of tasks attendees *can't* see that often make the webinar run smoothly & become a true success
  - Accept and mute attendees (Zoom is password protected)
  - Manage the "Chat" feature
  - Cue videos or PowerPoints
  - Start the webinar recording
  - Set up webinar polls, if used
  - Share screen
  - Monitor time
  - Gently guide joiners or newbies to 'mute themselves'
  - Ending the webinar ['leaving the meeting' on Zoom]
  - Stopping & converting recordings

The Presenter will want to prepare a few PowerPoint slides to be used early in the webinar.

1. A slide that will introduce the webinar. It will contain:
   a. The name of the webinar
   b. The name of the presenter
   c. The words 'Rotary District 5080, District 5080 Assembly 2020'
   [Note: Our District logo on Page 1 is imported as a JPEG to help you and is attached]
2. Slides like the following, which introduce attendees to 'muting' themselves & 'chatting'.
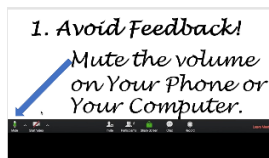


3.

[Both--screen shots of the Zoom screen--can be simply printed & held up to the camera by The Tech]

And one final thought before you begin: Bring a big glass of water to sustain you!  You'll be talking steadily or at the controls constantly and your mouth will become dry quickly & yet you'll need to stay in position; so, you'll want more water than you can imagine nearby.

## Presenting the Webinar:

Early on the day of your webinar, log on to your Zoom account from the email you were sent before. You'll want to check the strength of your internet & the Zoom technology—particularly, your video & sound--at your leisure. Also, this is the chance to ensure that every PowerPoint presentation or video is sitting on the desktop in the proper order it will be used & that it is opened there. The Presenter and The Tech can communicate with each other for several minutes while attendees arrive, so posting the name of the webinar will let them know the session is about to begin.

Don't panic at hiccups!  They happen during many webinars and Rotary audiences are generously forgiving. It's likely the frozen screen will move again, or the video sound will come back on.  If it doesn't, you can always skip the point where everything stopped and come back to it later.

Usually, questions are reserved for the end of webinar presentations and we suggest your Tech handle them this way to ensure that all the planned information is covered.

The Tech can mention this near the beginning when s/he is explaining how attendees can ask questions using Chat. Then, during the webinar, The Tech collects questions as The Presenter talks. Near the end, it always helps others feel comfortable to ask questions if The Tech has one 'at the ready,' something useful folks often want to know. When the Presenter makes that last point planned in the webinar, The Tech asks that question.

When time expires, The Tech can note that the webinar was recorded and will be available on the district website

The Tech '**leaves/ends meeting for all'**, which ends the session & stops the recording.

**To convert the Zoom recording,** The Tech then goes to the folder in his/her desktop/computer where Zoom records will automatically reside. S/he opens that folder, sees today's date, clicks on that folder to convert it.  The conversion process <u>automatically takes over</u>, creating three new files—an audio file, a playback file, and a file marked 'Zoom_# (some number).  The latter is an MP4 file which can be opened, viewed, & uploaded to the District's page.  Our webmaster (Mark Griffin) will be in contact with each of you to retrieve these files.

## Here are two informal, recent YouTube videos to help you begin to get ready to use this great tool.

1. **Using zoom for Rotary Meetings - YouTube**

   https://www.youtube.com/watch?v=E3O7i4OHFJY

   https://youtu.be/fMUxzrgZvZQ

Here are very good tips, from the District 5030 Newsletter, about looking good & sounding good on your webinar.

### TIPS ON SETTING YOUR VIDEO CAMERA TO BE MORE FLATTERING WHILE ON A VIDEO CALL

**LIGHT YOUR FACE**
It's best to start with lighting because that will dictate where you are sitting. Open up your shades and let the natural light pour in, but don't let all that light hit your back. I recommend having your largest light source either right in front of you or no more than 45 degrees away from directly in front of you. Also be aware that your screen can be a large source of light, so adjust your screen brightness, too, especially if you are taking a call without natural light. A bright screen can blow the highlights on your face out, making you look more like Casper the Ghost than a video calling champion.

**RAISE YOUR CAMERA**
There is one, and only one, acceptable camera angle: head-on and at eye level. Your table is almost certainly going to be lower than your face, and that means people are going to get an un-flattering look up at you. Use a set of books, a stool, or a higher table to make sure your camera is at the same level as your eyes. You don't want people to feel like they are looking up or down at you.

**TEST YOUR VIDEO BEFORE THE CALL**
You want to show up to your meeting already looking good so that you're not adjusting your surroundings, screen brightness, angle, or hair live for everyone to see. Both Zoom and WebEx have an option for showing you a preview of your video before the call starts. If you select this option, a video preview will pop up before you enter a call to check how everything looks. Skype will show you this preview by default, but when using other videoconferencing apps, such as Houseparty, I open Photobooth to check my video before entering a call.

Once the call starts, I recommend hiding your video preview from yourself. Not only will you be less prone to fixing your hair or moving the angle during the call, you will also be less distracting to yourself and others. You can do that in Zoom by right

clicking on your own video window and choosing "hide myself." It can be easy to forget you're on camera without your video preview, though, so try not to pick your nose.

**FIND A QUIET PLACE (AND YOUR BEST HEADPHONES)**
Most of us don't have a great deal of control over audio, but you'll sound better if you take a call in a quiet place. Also keep in mind that your headphones might have a better mic than your computer. Most videoconferencing apps have a tool in their settings for testing your mic, and I recommend collecting all the mics in your house (headphones often have one built in) and testing them out to find the one that sounds clearest.

As a courtesy to others, please keep your mic muted unless you are talking. You might be used to your neighbor's midday thrash metal, but no one else is. In Zoom, I use the feature that lets you unmute yourself while holding down the space bar.

**GET COMFORTABLE**
Much like being in a physical meeting, once you join a call, you shouldn't be getting up and moving around. Start with a comfortable place to sit or stand for a long period of time. Although I like to sit on my bed, I found that sitting crossed leg for more than 20 minutes is not comfortable for me, so I moved my video call setup to my standing desk. If you are using a laptop, have a charger plugged in and ready for when your battery gets low. I also like to bring a water bottle and cup of coffee to my meetings.

And finally: stay professional, even when you haven't gotten out of your sweatpants in two weeks.

*Sincere thanks to Jean Withers, District Trainer 5030, for her work on this document.*