



Level Up Your Zoom Game

12 Tips to Go From Meeting to Event

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Upcoming Trainings



Event and Production Planning for Zoom

Friday, January 22
12-1 PM



Zoom Skills and Features

Friday, January 29
12-1 PM



Google Slides for Virtual Events

Friday, February 5
12-1 PM

Registration links will be posted in the Communicators Network chat.



Housekeeping

- 15 minute presentation
- 5 minutes for Q+A
- Please submit questions in the meeting chat

Introduction

Why Zoom

- We have it!
- Minimal equipment needed
- Attendees and presenters are familiar with it
- IT supported
- Multiple hosts/connections
- Registration and reminder emails (for simple events)
- Captioning
- Livestream and recording options
- Sets a different expectation for attendees
- Bring in guests of any level from anywhere!
- “Human” touch

zoom

Join a Meeting

Sign In

zoom

Join a Meeting

Sign In

zoom

Join a Meeting

Sign In

A woman with dark, curly hair is laughing heartily in a kitchen. She is wearing a light-colored, short-sleeved button-down shirt with a circular badge on the left chest. The kitchen background includes a window with a dark frame, a basket of flowers on the counter, and various kitchen items. The image has a blue-to-yellow gradient overlay.

**A party without cake
is just a meeting..**

A Zoom call without production planning is just a meeting.

**Me: This show is
boring.**

**Boss: Again, this is a
Zoom conference.**

Avoid this!



**Events are a
communications and
storytelling platform!**

Let's get to the tips!

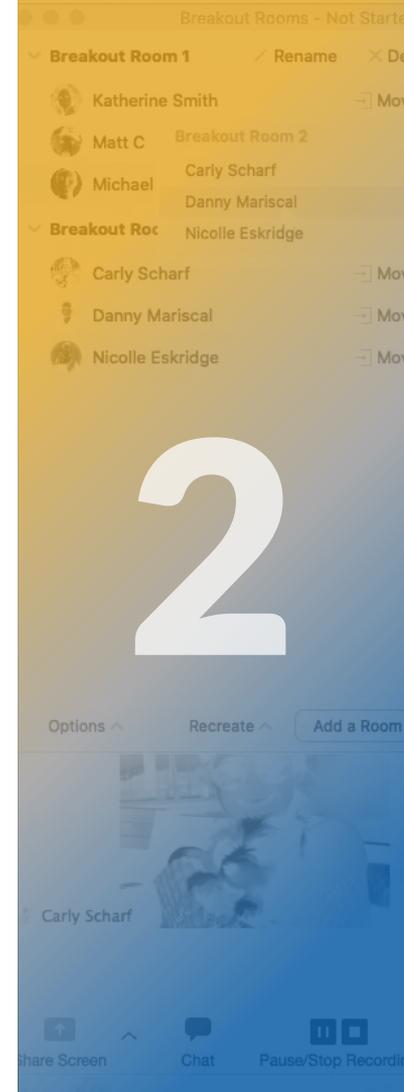
Treat Your Virtual Event as if it Were a Live Event!

- The screen is your stage
- What's the purpose/focus of the event
 - Goals / learning outcome
 - Know/Feel/Do (facts/stories+design choices/call to action)
- Know your audience
 - New or returning, expert/layperson, internal/external
- Think of the whole experience
 - Registration, Confirmation, Preshow, Show, Post Show, Follow-up
- Meeting / Event / Special Event
 - More special=more production elements
- When in doubt:
 - Keep it generally simple, continuity is key...
but pick a few key “wow” moments
 - Grow as you go

A large white number '1' is centered on a blurred background image of a virtual event audience. The background shows a crowd of people in a virtual space, with a blue gradient overlay at the bottom. The number '1' is positioned on the left side of the slide, partially overlapping the blurred image.

Breakout Rooms or Break Apart?

- Breakout rooms
 - For small group activities *within* a meeting session
 - New breakout features aren't working for all attendees
- Separate Zoom meetings or webinars
 - For conference style breakout sessions/sub events
 - Create an attendee guide pdf or email guide
 - Allows presenters and hosts to join sessions early to rehearse and get set up





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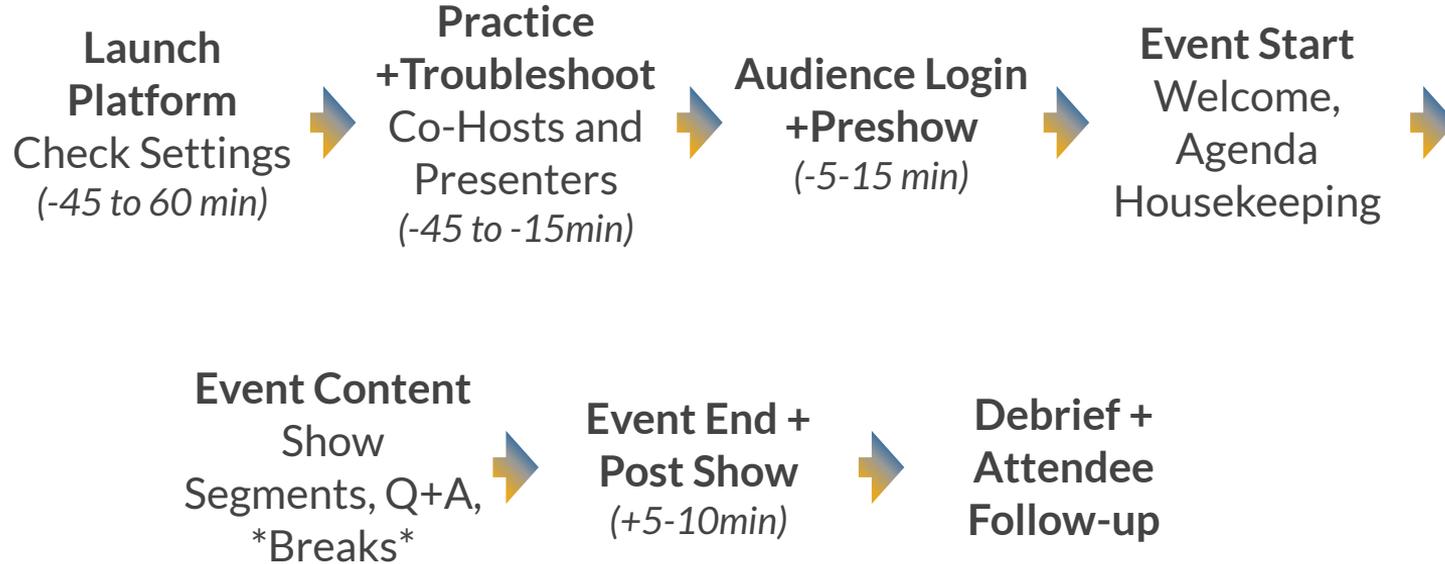
Make it a Team Effort!

Common Roles

- Emcee(s)
- Stage manager(s)
- Chat/Q+A Moderator
- Spotlighters
- Additional spotters
- Breakout session hosts

*Scale up or down depending on scope of event
and comfort level of hosts*

Day of Event “Flow”



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Dress it Up!

- Event branding and theming
 - Graphics are creating the room environment
 - Continuity is key!
 - Grow as you go
 - More special=more production elements
 - Keep it generally simple, but pick a few key “wow” moments
 - Standard assets
 - Event logo/title (burn screen/buffer slide)
 - Segment and presenter title slides
 - Presentations
 - Virtual backgrounds, desktop backgrounds
 - Vamping content or standby slides
 - Preshow content and/or countdown
 - Registration headers and email graphics
 - Video, music and animated elements
 - Subtle animations work better in Zoom - motion overlays
 - Make sure to have proper licensing
 - SJSU Photoshelter, youtube.com/audiolibrary, pixabay.com, unsplash.com
 - Make sure your presenters look and sound good...
- Incorporate into a Google Slides or PPT for easier cues

Looking and Sounding Good!

- Place camera at eye level (or just above)
 - Don't cut off your head
 - Center yourself horizontally
 - Position your eyes $\frac{1}{3}$ from the top of the frame vertically
- Place light in front of you not behind you
 - No lamp? Sit in front of a window
 - Avoid bright lights and windows behind you
- Mic check...
 - A basic wired earbuds with in-line mic is best (unless you have a fancier mic available)
 - Test your audio in your Zoom settings
- Minimize distractions and background noise
- Close extra windows, hide desktop icons and personal information when screen sharing





Optimize Your Show Flow!

- Keep your audience's attention and reduce clunkiness
- Create a "Run of Show" or add "Show Flow" into your agenda
 - Start time, duration, "what/who", tech notes
- Transitions are important
 - "Hand off, hand back"
- Script
 - At least for Emcee intro, housekeeping and segment transitions
- Rehearse
 - At a minimum "cue to cue" with your emcee and event team even if presenters are unavailable
- Pre record some content (even via Zoom)
 - Interviews or panel discussions
 - Live q+a
- Day of show timekeeping and reminders via panelist chat
- Program multiple events instead of overloading one event
- Create backup plans...

Backup Plans

- Multiple meeting hosts/co-hosts
 - if one person loses internet, event and cloud recordings continue
- Backup emcee
- Backup equipment
 - phone (re-join via smartphone or dial back in at a minimum)
- Backup slides/presentations/music/videos
 - create a shared folder with your event team
 - we love Google Slides because the whole team has access to the most up to date presentation
 - if ppt, share final file with your event team
 - If video heavy, have 2 people run the presentation in sync
- Backup communication
 - Group text
 - Google chat
- Vamping plan
 - Move on and circle back
 - Emcee banter
 - Trivia or games
- Optimize wifi or use hard line
 - Turn off unused wifi devices
 - Close unused programs and browser tabs



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Security Considerations

- Check all of your Zoom settings - sjsu.zoom.us/profile/setting
- Utilize the purpose/goals/outcomes of the event to inform your security parameters
- Be careful about sharing meeting info publicly on the web
- Webinar vs meeting
- Waiting room/practice mode
- Registration - Zoom landing page, Google form, etc.
- Passcode
- Authentication?
 - Notify attendees to sign in to sjsu.zoom.us account in advance
- Lock meeting, removing attendees

A large white number 9 is positioned on the left side of the slide. The background of the slide features a vertical gradient from yellow at the top to blue at the bottom, with a close-up image of a combination lock on the left side.

Our Favorite Zoom Features

- Webinars
- Spotlight video
- Mute/unmute all
- Share screen/sound
 - Optimize for full-screen video
- Breakout rooms
- Waiting rooms (meetings) / practice mode (webinars)
- Virtual backgrounds
- Live streaming from meetings
- Recording to cloud (all views)
- Polls

support.zoom.us

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Q+A and Chat Engagement

- Prewrite messages, questions, URLs, etc. in a doc, email draft, etc. to be ready to copy/paste into the chat
- Utilize Zoom polls or other platforms like Jamboard, Google forms, Padlet, word cloud generators, etc. for anonymous or visual feedback
- Create one Google Drive folder, 1-pager, etc. to share handouts, event guides and pdfs
- Q+A Tips
 - Webinars - Predetermine whether to use Q&A feature
 - Acknowledge, respond to questions
 - Don't use the "dismiss question" feature
 - Predetermine who will manage / moderate questions
 - Alternative option - Request questions in advance during registration



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Gamification

Benefits

- Enhances participation and engagement
- Adds variety to the program
- Rewards audience participation
- Fun elements
- Enhance branding and storytelling

Tips

- In Zoom ideas
 - Trivia, mad libs, word scrambles, crosswords (polls, annotations, chat)
- Outside platforms
 - Bingobaker.com, Slido, Kahoot, MentiMeter, polleverywhere.com
- Prizes, drawings or bragging rights

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Bonus Tip!

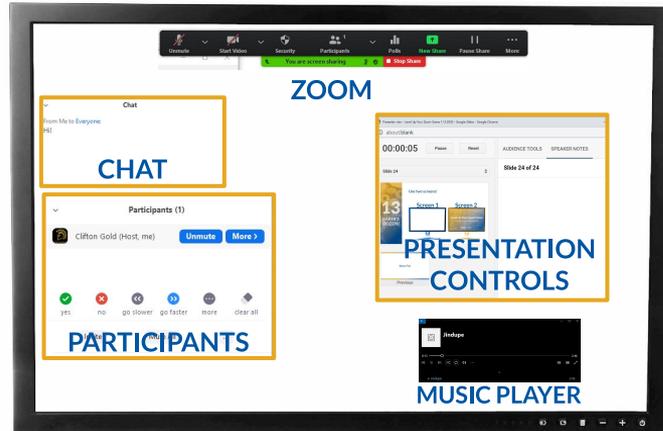
13

BAKER'S DOZEN!

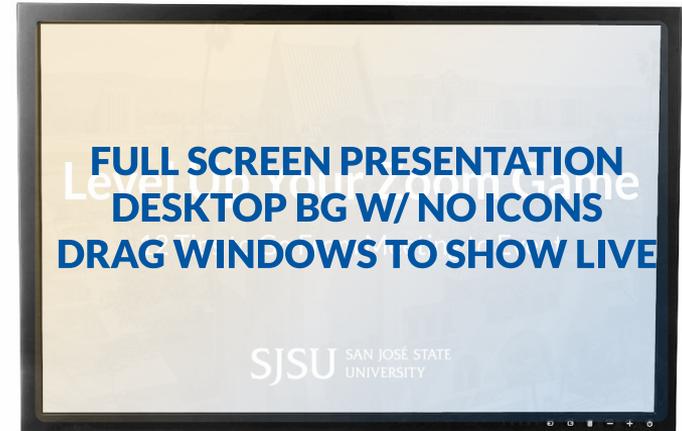
Use two screens!

- Use a TV if you don't have a second monitor
- Or, join as two participants from two devices

Screen 1 Controls



Screen 2 Shared



A person's legs and feet are shown walking on a wooden floor. The image is overlaid with a blue and yellow gradient background. The text "Grow as you go!" is centered in white.

Grow as you go!

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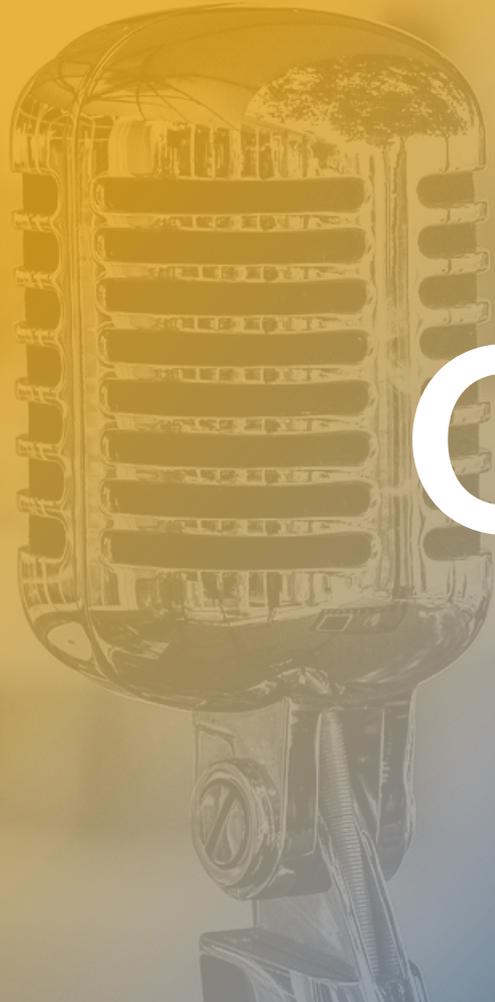
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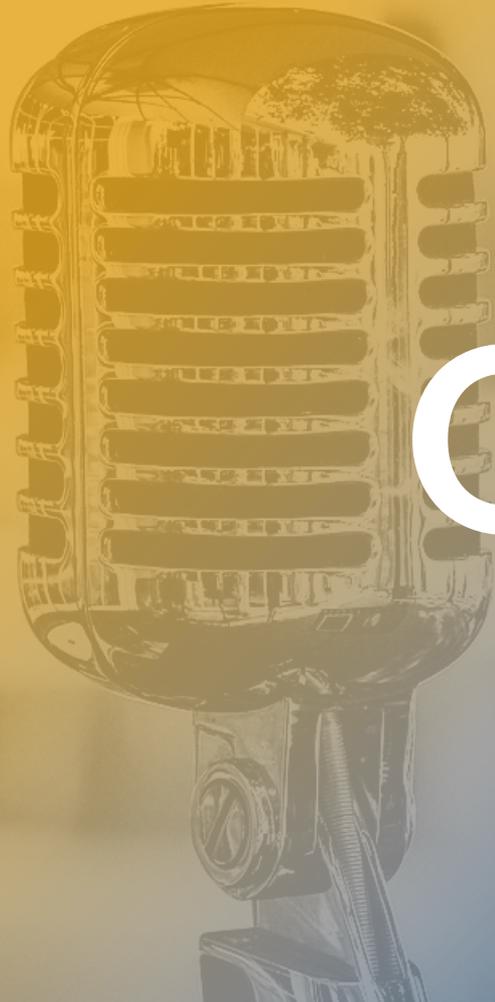


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Q+A



Q+A

An aerial photograph of a university campus. The central focus is a tall, Gothic-style stone tower with a pointed roof and arched windows. To the right, there are several modern, multi-story buildings with flat roofs. The background shows a cityscape and hills under a clear sky. The image is overlaid with a blue gradient on the right side and a yellow gradient on the left side.

Thank you!