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[https://ethz.ch/content/dam/ethz/associates/services/Service/IT-Services/files/catalogue/multimedia/video-conference/Zoom\\_Webinar\\_Documentation.pdf](https://ethz.ch/content/dam/ethz/associates/services/Service/IT-Services/files/catalogue/multimedia/video-conference/Zoom_Webinar_Documentation.pdf)

## Webinars with Zoom

This document describes the steps and settings to realize a basic zoom webinar. Settings may vary for your specific event.

In case of further questions, please contact [zoom@id.ethz.ch](mailto:zoom@id.ethz.ch).

If you are interested in technical support for your webinar, please contact [event-technik@id.ethz.ch](mailto:event-technik@id.ethz.ch).

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## Zoom webinars

Webinars are designed so that the host and any designated panelists can share their video, audio and screen. Attendees generally have view-only access and interact only via Q&A.

Zoom webinar general documentation:

<https://support.zoom.us/hc/en-us/sections/200324965-Video-Webinar>

Zoom webinar and meeting comparison documentation:

<https://support.zoom.us/hc/en-us/articles/115005474943-Meeting-and-webinar-comparison>

## License

A Zoom webinar license is an upgrade that can be added to existing ETH Zoom accounts. It allows you to host webinars with up to 1000 participants.

If you need to set up a webinar with more than 1000 participants, please contact [zoom@id.ethz.ch](mailto:zoom@id.ethz.ch) at least two weeks before the event.

To order a webinar license, contact [zoom@id.ethz.ch](mailto:zoom@id.ethz.ch) and provide the following information:

- Mail address of the ETH Zoom account to which the webinar license should be added
- Time period for which the license is needed (3 months max)

## Roles in a webinar

- The **Host** usually schedules and starts the webinar and has full permission to manage the webinar, panelists and attendees.
- **Co-hosts** share many of the controls that the host has such as managing panelists and attendees. They cannot start a webinar.
- **Panelists** are full participants in a webinar. They can activate their video, audio and screen. The host can also disable some features for panelists, including starting video or sharing your screen.
- **Attendees** are usually view-only participants. The host controls their view of the webinar. They can interact with the host and the panelists through the Q&A and the chat.

For more information on the roles in a webinar and how to assign them, please see:

<https://support.zoom.us/hc/en-us/articles/360000252726-Roles-in-a-webinar>

In addition to the host and the speakers (panelists), it is recommended to have a **moderator** (Co-host or panelist) that welcomes attendees, announces the speakers and guides through the webinar.

For larger webinars, there should also be a designated Co-host or panelist **managing the Q&A**.

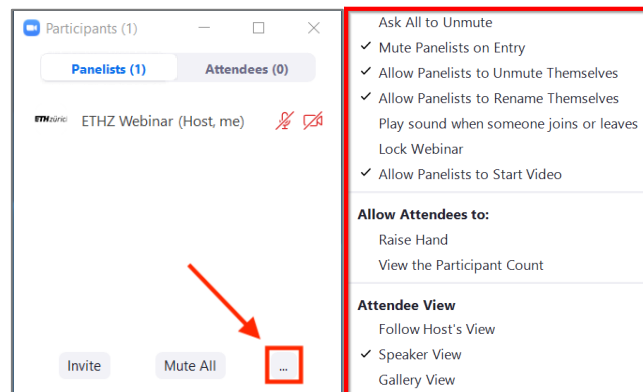
## Setup

1. Sign in to your ETH Zoom account at <https://ethz.zoom.us> > Sign in  
(To follow these instructions, the language of the web interface should be 'English'. Once signed in, you can change the language at the bottom right of the website).
2. Click **Webinars** and **Schedule a Webinar**
3. Enter the webinar information
  - **Topic:** Enter the webinar title
  - **When:** Select a date and time
  - **Duration:** Choose the approximate duration of the webinar. This is only for scheduling purposes. The webinar will not end after this length of time.
  - **Recurring webinar:** choose this option if your webinar is recurring (e.g. weekly)
  - **Registration:** Do not activate unless you want to work with a registration
  - **Webinar Passcode:** Do not activate
  - **Video Host:** Off (Even if you choose off, the host will have the option to start their video)
  - **Video Panelist:** Off (Even if you choose off, panelists will have the option to start their video)
  - **Audio:** Both
  - **Q&A:** activate
  - **Enable Practice Session:** activate
  - **Require authentication to join:** Do not activate
  - **Make the webinar on-demand:** Do not activate
  - **Automatically record webinar:** Activate, if you want the webinar to be automatically recorded. Set it to **In the cloud**.
  - **Alternative Hosts:** Enter the Zoom account of other 'Licensed' ETH Zoom users to allow them to start the webinar in your absence.
4. Click on **Schedule**

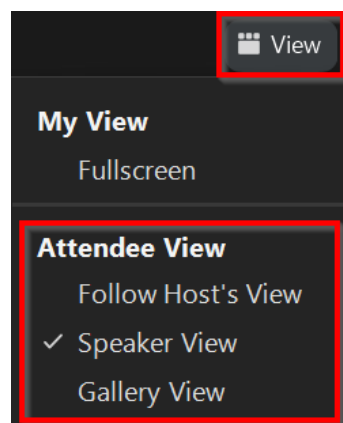
## In-webinar settings

Some settings (e.g. **allowing panelists to start video**) can only be selected once the practice session has started.

See the following screenshot for recommended settings:

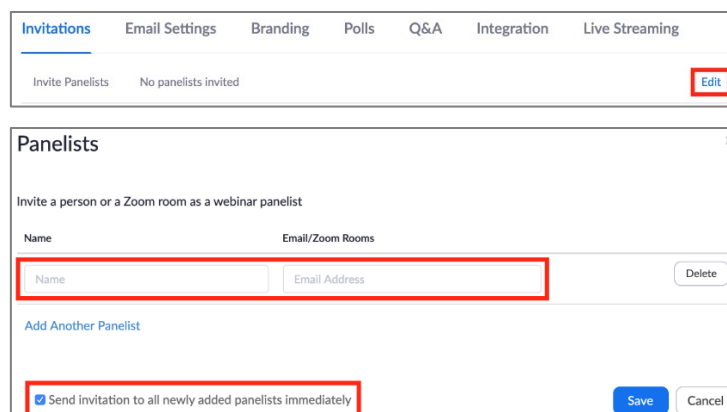


The **view for attendees** can also be set via the **View** button (top right in your main Zoom window). This setting defines what attendees see during the webinar. The recommended settings are **Speaker View** (automatically shows the active speaker) or **Gallery View** (shows all panelists that have their video activated).



## Inviting Panelists

You can add panelists in the **Invitation section** of a scheduled webinar.

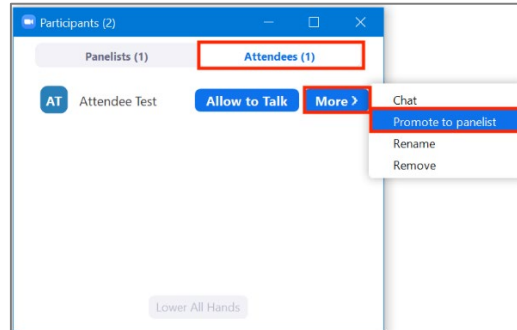


If **Send invitation to all newly added panelists immediately** is active, panelists will be sent a personal join link directly. You can disable this option and manually trigger the sending of the links.

For more information on how to add panelists to your webinar, please see:

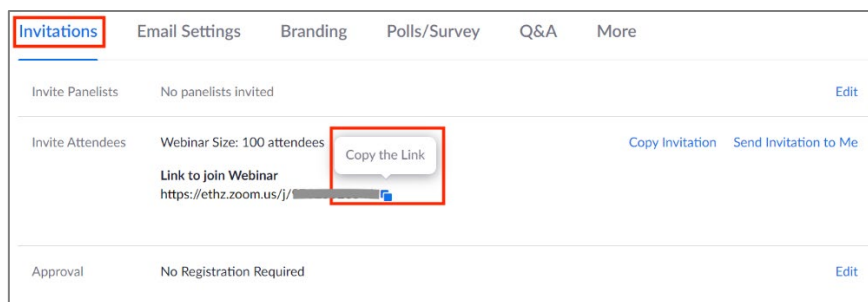
<https://support.zoom.us/hc/en-us/articles/115005657826-Inviting-panelists-to-a-webinar>

You can also **promote attendees to panelist** during a running webinar in the **Participants window**:



## Inviting Attendees

The **webinar join link for attendees** is located in the **Invitations section** at the bottom of a scheduled webinar. You can copy this link and send it to attendees.



If you want to work with registration, we recommend using an external registration tool and sharing the webinar join link through that tool. The Zoom webinar registration tool can be used but without support from Multimedia Services. Registration (and other) templates cannot be modified for individual webinars.

## Testing

It is recommended to run a **short individual test with each panelist** a few days before the webinar.

This test should cover the following:

- audio / video / connection quality
- screen sharing
- procedure on how to join the webinar as panelist

It is also good practice to send the panelists a short summary of the most important points they should be aware of. An example of what this might look like [can be found here](#).

In addition to the individual panelist tests, you should also consider a trial run to test the webinar functions, procedures and responsibilities.

## Practice Session / Starting the webinar

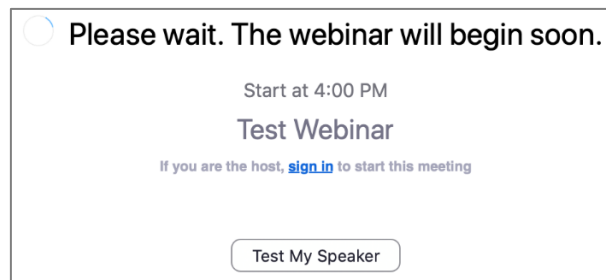
It is recommended to activate the **practice session** option when scheduling the webinar. This allows the host and panelists to get ready and run some last tests before the webinar is open for attendees.

A webinar practice session can be started the same ways as a conventional Zoom meeting. Panelists have to join with their personal join link to be able to enter the practice session.

To allow everybody to be in the webinar on time, it should open for attendees some minutes before it actually starts. While still in practice session, the host can start the webinar by clicking **Start Webinar** from the practice session banner.



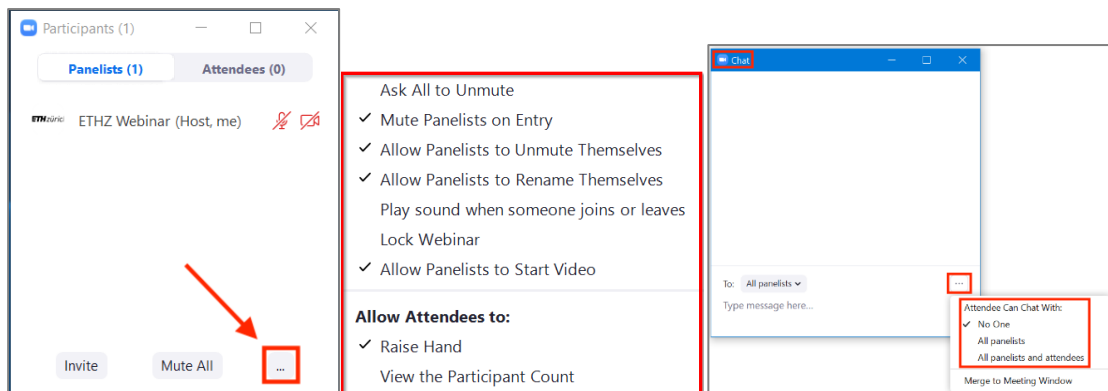
If attendees try to join while the webinar is still in practice mode, they see the following message:



For more information on Zoom webinar practice sessions, please see:  
<https://support.zoom.us/hc/en-us/articles/206316975-Webinar-practice-session>

## Webinar start procedure

- **Host: start practice session** (at least 30 minutes before the actual webinar starts)
- **Host: set in-webinar settings (Participants and Chat window)**



- **Panelists: join via personal join link**
- **Host: short connection test** with panelists (video / audio / screen sharing)
- **Panelists: mute microphone**
- **Host** (or a designated co-host / panelist): **share welcome slide**
- **Host: inform panelists that the webinar will be started soon.**
- **Host: mute microphone and stop video** (your name and profile picture may be visible to attendees after starting the webinar).
- **Host:** start the webinar by clicking **Start Webinar** from the practice session banner. (This should be done some minutes before the start of the webinar as it takes a while for participants in the waiting queue to join).
- **Moderator** (at webinar start): **unmute microphone, start video and start talking.** Screen sharing (Welcome Slide) can be stopped.
- **Panelists:** unmute their microphones themselves when it is their turn to speak

For control purposes, it is recommended for the host to enter the webinar with a second device as an attendee and monitor that device with headphones after the webinar has started.

## Question & Answer (Q&A)

The Q&A feature allows attendees to ask questions during the webinar. Panelists, co-hosts and the host can see those questions.

It is good practice that a designated co-host or panelist manages the Q&A and picks the questions. This person can either ask the questions directly to the respective panelist or pass them along to the moderator (e.g. via a shared document). For smaller webinars, it is also an option that the moderator manages the Q&A.

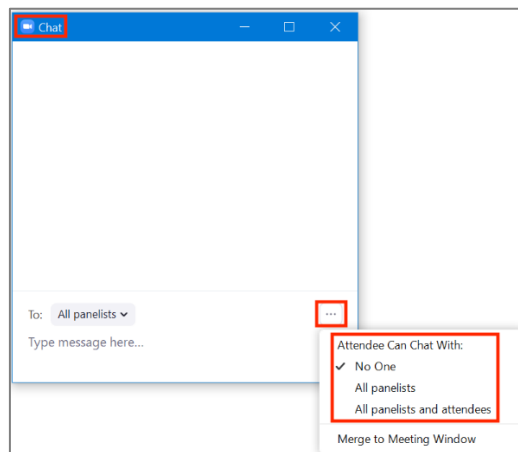
Furthermore, questions can also be answered in writing.

For more information on the Q&A feature for webinars, please see:

<https://support.zoom.us/hc/en-us/articles/203686015-Getting-started-with-Question-Answer>

## Webinar chat

If you work with Q&A, you should consider disabling the chat for attendees as it could be confusing to have both options. You can disable the chat during the practice session in the chat window.



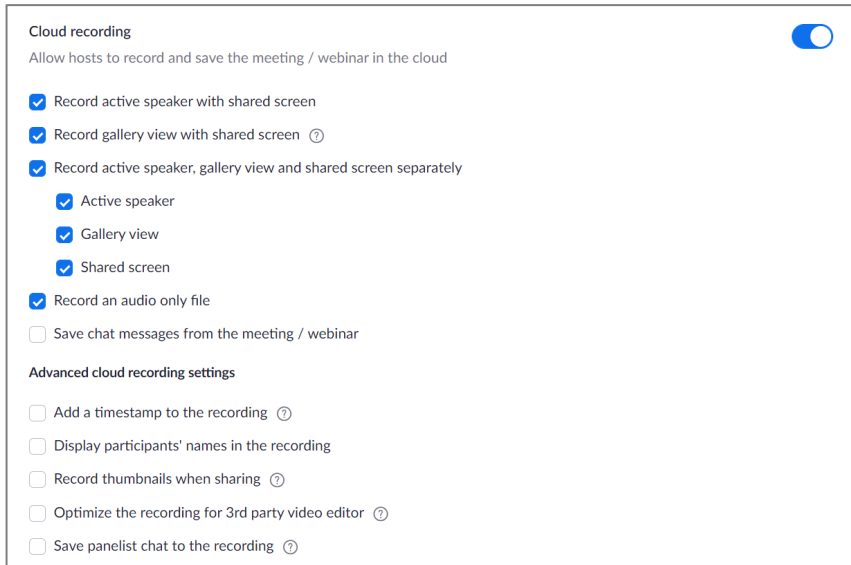
The chat can still be used as communication channel between Host, Co-hosts and panelists.



## Recording

If you want to record the webinar, set it to automatically record to the cloud (see [Setup](#)).

The following screenshot shows the recommended [cloud recording settings](#) for recording a webinar.



The screenshot displays the 'Cloud recording' settings panel in Zoom. At the top right, there is a blue toggle switch that is turned on. Below the title, the text reads 'Allow hosts to record and save the meeting / webinar in the cloud'. The settings are organized into two sections: 'Basic cloud recording settings' and 'Advanced cloud recording settings'. In the basic section, several options are checked with blue checkmarks: 'Record active speaker with shared screen', 'Record gallery view with shared screen' (with a help icon), 'Record active speaker, gallery view and shared screen separately' (with a help icon), 'Active speaker', 'Gallery view', 'Shared screen', and 'Record an audio only file'. The option 'Save chat messages from the meeting / webinar' is unchecked. The advanced section contains five unchecked options: 'Add a timestamp to the recording' (with a help icon), 'Display participants' names in the recording', 'Record thumbnails when sharing' (with a help icon), 'Optimize the recording for 3rd party video editor' (with a help icon), and 'Save panelist chat to the recording' (with a help icon).

Be aware that recordings in the Zoom Cloud will automatically be moved to the Zoom Cloud trash after two years and permanently deleted after a further 30 days.

For publication in the ETH content management system (AEM) or the ETH [video portal](#), please see our [video distribution documentation](#).