Virtual Event Zoom Options



UW Medicine Advancement

You have two options for your Zoom virtual Meetings or Webinars. To compare basic features of both, [click here](https://support.zoom.us/hc/en-us/articles/115005474943-Meeting-and-Webinar-Comparison?).

MEETING OPTION

Zoom Meetings are your typical faces in boxes on the screen in Zoom. Speakers and attendees can interact. The meeting option is ideal if you are hoping to help build a sense of community and allow your attendees to interact.

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| Pros | Cons |
| * Speakers and attendees can interact * Provides a sense of community * Interactive Q&A with attendees verbally asking questions or typing them in chat | * Less control   + Attendees can turn their camera on and off. No security options to limit.   + Attendees can choose their own view (speaker, gallery) * Assumed privacy risk: attendee names can be seen and see who else is in the room. (can also be a pro!) |

WEBINAR

Zoom Webinar only features your presenters. You can control what attendees see. But attendees have very limited ability to feel like they are participating.

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| Pros | Cons |
| * We have maximum control of what attendees can see/ we can curate the attendee experience * Polished and professional presentation look * Q&A function allows questions to be submitted in real-time | * Attendees don’t feel like they are actively a part of the experience |

TOUR LOGISTICS

Doing a lab tour adds an extra layer of complexity to your event, but it doable in either the Meeting or Webinar format. Some logistical/technical things to note:

* Minimize background noise
* Keep the camera/phone/iPad as steady as possible. Limit filming while walking/moving.
* Pre-tape as much as you can!

ARE YOU SHARING A SCREEN?

* Make sure you’ve given permissions between your computer and Zoom to allow for screen and audio sharing.
* Format your PPT slide view to optimize viewing on Zoom.