**Powell’s Books Virtual Events**

Zoom Webinar login: X

Zoom Webinar password (case-sensitive): X

**Getting Started**

Please plan log in at least 30 minutes prior to the start of the event. When you log-in to the Zoom app as host (using the above credentials), you’ll be taken to a dashboard. If you are scheduled to host, you must log on *before* your back-up does, so that you have host controls for the evening.

Our next scheduled event should be featured on the dashboard’s right side (confirm by event name and date). Click the blue START button to begin.

Depending on your settings (and whether they’re saved or not), you’ll be prompted to test your audio.

A landing screen will open, denoting that you are currently in practice mode. Do **NOT** click the BROADCAST button until you’re ready to begin the event (which should happen exactly on the hour).

Click the START VIDEO button in the lower left corner. Doing so will show you a live feed of *your* camera. Note the MUTE button in the lower left corner.

Click the PANELISTS button along the bottom menu. This will open a box that will let you see which author(s) have signed in already (they each receive a unique link to log-in). Signed-in panelists will automatically appear on screen, too. Authors are asked to log-in 30 minutes before the event begins.

As each author/panelist signs in, confirm that their audio is functioning properly. As well, please ensure their image is clear. If their background is too distracting/bright/dim, encourage them to consider a different location/lighting for the duration of the webinar.

In the time before the event starts, please review/double-check with the authors about the event format, (introductory remarks, author conversation, multimedia [if using], Q&A, etc.). Remind them that the event is best kept to about one hour in total (including Q&A). If they plan on reading from their book, please encourage them to keep it somewhat brief, as virtual events don’t lend themselves to long readings very well.

For the Q&A, please ask the conversation partner (or author) if they would read the questions aloud – or if they’d like the Powell’s host to do so. Please point out both the Q&A and Chat modules, so that the authors/conversation partners know to keep an eye on them.

Please let the authors know that they will not be able to see nor hear the audience (per Zoom Webinar’s set-up and security features).

Let them know that there will be a brief pause before you begin your intro, so as to allow the audience about a minute or two for their screens to go live (for larger audiences, it takes longer for all of the attendees to be admitted).

Test screen-sharing functions and A/V, if the author(s) plan on using multimedia.

Check the chat function to make sure that the settings allow for panelists to chat with “*All panelists and attendees*.” This feature is sticky, so you’ll seldom need to make any changes.

Each of our events has closed captioning (automatic live transcription), BUT it must be turned on by you, the host, before the start of each event:

1. At the bottom of your screen (next to the Q&A module button), you'll find the CC/Live Transcript button.
2. Click that button and a pop-up will offer you three choices.
3. Select the "Live Transcription" option by clicking the "Enable Auto-Transcription" button.
4. Once enabled, this function applies immediately and you should begin seeing text appear at the bottom of the screen when you or the authors speak. These transcriptions are not part of the event recording, but YouTube automatically enables closed captioning for our event videos.

Before the event begins, please thank the author/s and conversation partner/s for joining us, as once you end the event, we’ll be disconnected from them immediately (there’s no post-event waiting room). Every author and conversation partner has Jeremy’s email address, so they’re welcome to follow up with him via email after the event, if needed.

You may let the authors know that the event is being recorded and will be available a day or two later on our YouTube channel.

**Starting our events on-time is essential. When you click BROADCAST, the event will go live and all attendees will be able to see and hear you, as well as the authors/panelists. To reiterate, starting on-time is essential, as for every minute beyond our scheduled start time, the audience has a white screen informing them that the event has not yet started and thus won’t know why we’re delayed.**

**Hosting the Event**

Our goal is to replicate the in-store event experience for our audiences. Once you’ve clicked the BROADCAST button, the event is now live for everyone.

Make sure that Zoom is in GALLERY VIEW (as this controls what the attendees see). At the top right corner, you can click the button to toggle between GALLERY VIEW and SPEAKER VIEW. **Please note**: if that box says GALLERY VIEW it means that you are currently in SPEAKER VIEW (and vice versa). If the authors would like to use SPEAKER VIEW instead, please accommodate their preference.

Before you start your intro, please wait about one minute, as it takes several moments for all attendees to let in once you click BROADCAST. During this time, you may announce to the audience that we’re waiting a few moments to begin until everyone has access to the event. Feel free to ask attendees to note in the chat where they’re tuning in from.

Please begin by introducing yourself and thanking them for attending today’s event (see author intro template document).

After you’ve turned the event over to the authors, be sure to stop sharing your video, by clicking STOP VIDEO (a red slash will appear over the video icon to indicate you’re not currently sharing video, thus making Powell’s invisible to event attendees). You must also click the MUTE button.

Once the event has begun, please share the link to the author(s)’s new book(s) in the chat function. Plan to do this a couple of times during the event (near the beginning and toward the end). As well, if there’s a conversation partner who has also written books, please also share a link to their book(s).

**Please note:** Be sure your chat is set to “All panelists and attendees,” so that the audience sees your chat messages too (the default setting is “All panelists,” which only shares your chat message with the author(s)).

Stay at your computer throughout the event, in case an author has a tech problem and you need to step in.

Please continually monitor the chat module, in case an attendee has a question/concern for Powell’s.

As the event transitions from the reading/talk/conversation/presentation into the audience Q&A, prepare to re-enable your video so that you can encourage questions. Some authors will simply begin the audience Q&A on their own, in which case you may keep your video off and let the authors facilitate the Q&A on their own. If there are no questions in the queue and the authors are sitting there awkwardly, please enable your video and offer a ‘last call’ for questions.

When the Q&A portion of the event has concluded, please re-enable your video function, UNmute yourself, and deliver the outro (see author intro document template).

After thanking the authors and the audience, say goodbye on behalf of everyone at Powell’s.

To conclude the meeting, click the red END button in the lower right corner of your Zoom screen. A pop-up will appear with two options: LEAVE MEETING and END MEETING FOR ALL. Click the red END MEETING FOR ALL button (only when you’re sure the authors have finished talking!).

After the event has concluded, simply close your Zoom app.

**Notes/Troubleshooting**

* Zoom Webinar prevents all attendees from screen sharing or unmuting themselves, thus the possibility of disruptions is minimal. If an attendee becomes verbally abusive in the chat, you may remove them from the event by going the panelist list, clicking MORE next to their name and then selecting REMOVE. If you remove an attendee from the event, they will *not* be able to rejoin the event.
* Additional in-event host controls are located at the bottom of the PARTICIPANTS module. There shouldn’t be any regular need to use these, but it’s best to familiarize yourself with them, in case you do need them for a particular reason.
* Remain aware of whether you’re muted or not. Even if you’re not sharing your screen, if you are unmuted, everyone in the event can hear you. It’s best to keep yourself muted at all times if you’re not actively on-screen addressing the audience.
* Again, when using the chat function, please be sure whether you’re messaging “All panelists” only or “All panelists and attendees.” Depending on the circumstances, there will be reason to use one or the other (for example, if you want to tell just the authors that we have time for one more question).