



## Virtual Event Facilitation Tips

Practice and preparation beforehand will ensure your audience has the very best experience. Here are a couple of pro tips to ensure you have a successful digital event:

- **Hardwire your internet connection:** This will help you avoid any issues with an unstable wifi connection, which can affect your audio quality and the overall attendee experience.
- **Test the audio before your webinar begins:** This will ensure your speakers and mic are working properly before the live event begins. [Here's how to test your device audio.](#)
- **Minimize background noise:** Try to host your webinar in a quiet place. If you must be in a loud environment, using a headset with a mic often reduces background noise compared with your computer's built-in microphone. In fact, a headset is a general best practice for higher-quality audio than other built-in options.
- **Dress to impress:** You'll be on video, so be sure to wear business attire. We recommend solid colors as opposed to garments with patterns. Be mindful of any accessories or jewelry if you are expressive with your hands as the noise and movement can be quite distracting.
- **Set proper expectations:** Create a clear webinar title and description for the content that will be delivered. Make sure you deliver on the content that was promised in the promotions leading up to the digital event.
- **Start on time:** We recommend you start your event 5 minutes early to allow your attendees to join before the content kicks off. The host should let attendees know when the event will begin and if the content will be recorded and shared afterward.

For additional webinar best practices on designing content and creating impact, check out these [webinar hosting tips](#) from Let's Do Video founder David Maldow.

## Engaging your audience

One of the main benefits of an in-person event is the interaction. Online events also can offer an informative and interactive experience while you enjoy the comfort of your home or office.

It's important to put just as much effort into the online experience as you would for an in-person event. Here are a few tips to help you maximize engagement:

- **Set the tone:** Welcome attendees as they join the webinar or meeting. Start with an icebreaker question and ask attendees to send in their answers in the chat. "Where is everyone joining from today?" "What are you looking forward to hearing/learning about?" Call out some of the answers you hear and share your own response with the audience.
- **Enable Q&A:** Designate panelists or other hosts to help answer questions that come in during the event. We recommend you encourage attendees to ask questions throughout the session. This gives you a chance to collect questions as you go and



decide whether to answer them live or wait until the end. There's nothing worse than dead air, so prepare a few questions in advance in case you need to fill the gap.

- Polling is key: Create 3 to 4 polling questions that can be set up before the event. This is a great opportunity to gauge what information your audience is interested in, their level of expertise, and their current understanding or opinions on the content you are sharing.
- Ask for feedback: With Zoom Video Webinars, you can include a post-event survey to collect feedback on the presenters, content, and audience satisfaction. All you need is the URL for your favorite survey tool. As attendees leave the webinar, the survey will automatically launch.
- Reactions: Zoom is feature-rich and capable of hosting all-hands meetings or other internal events for large audiences. Participants can now [react during a meeting](#) by sending a thumbs up or clapping hands to communicate their excitement without interrupting the presentation.