OMD Best Practice

HOW TO SUCCESSFULLY EXECUTE ZOOM EVENTS

Amid the COVID-19 pandemic, online platforms such as Zoom have made it possible for schools and organizations to continue offering programming to students. In many cases, the goal is to leverage technology to effectively reach as many students, parents, and volunteers as possible.

However, this scaled effort often presents challenges with planning and delivering online synchronous events. This guide on how to plan and execute large-scale Zoom events is based on the best practices developed by OMD staff as the team adapted to remote learning.

PLANNING THE EVENT

- PROVIDE CLEAR REGISTRATION INSTRUCTIONS
- DIVIDE TASKS AMONG EVENT MANAGEMENT TEAM
- ANTICIPATE COMMON CHALLENGES

EXECUTING THE EVENT

- OPENING THE EVENT
- ZOOM BREAKOUT ROOMS
- ENGAGING PARTICIPANTS DURING THE EVENT

Refer to page two for planning and executing event details.

ABOUT ONE MILLION DEGREES

One Million Degrees provides tools, resources, and guidance that put community college students on an accelerated career path to economic mobility. We firmly believe – and our results show – that a purposeful support system can create pathways of opportunity for community college students, their families, employers, and our region.

WWW.OMD-DOT-ORG  -  INFO@OMD-DOT-ORG
PLANNING THE EVENT

PROVIDE CLEAR REGISTRATION INSTRUCTIONS

A smooth Zoom event often begins with making sure participants register properly.

• Encourage participants to register with an email address already connected to their Zoom account
• Customize questions on the registration form if you need to assign participants to relevant groups for breakout rooms
• Specify any technology requirements in advance

DIVIDE TASKS AMONG EVENT MANAGEMENT TEAM

Most duties will take more time, computer power, and attention than you expect during your event. Assign specific tasks to designated team members.

• Chat room monitoring
• Noise monitoring (mute participants, if needed)
• Breakout room assignments (only the host can assign breakout rooms)
• Meeting and breakout room facilitation
• Screen sharing

ANTICIPATE COMMON CHALLENGES

Preparing for technology challenges helps to keep things running smoothly during the meeting.

• Assign back-up co-hosts in case the host encounters poor internet quality
• Create a channel for behind-the-scenes troubleshooting (e.g., a dedicated Slack channel)
• Make sure the facilitator has a second screen, if possible. This is very helpful for troubleshooting when the event is live.

EXECUTING THE EVENT

OPENING THE EVENT

Take a few minutes to introduce yourself, share the event agenda, and set norms.

• Ask your attendees to update their names early in the session
  • At OMD, we use a slide before the program begins to prompt people to update their name
  • The field can be updated to include name, pronouns, and an additional role identifier that helps you form groups

ZOOM BREAKOUT ROOMS

If you have enough facilitators, smaller groups can provide a more personal experience.

• Assign breakout room leaders before the breakout room session
• Pre-assign participants to breakout rooms, if you can! This will save you time (and stress!) and create a smooth transition for participants.
  • Note: Using this feature may require strict registration guidelines to work properly
  • If you cannot pre-assign, build in plenty of time for your team to do that back-end work when it’s time to transition to breakout rooms
  • Tip: At OMD, we use a meditation session, announcements, and game blocks to allow our back-end person enough time to set up breakout rooms and mask the wait time for participants

ENGAGING PARTICIPANTS DURING THE EVENT

Provide opportunities for participants to engage with you, the content, and each other.

• The Zoom polling feature can provide insight on where participants are at the beginning of the session, what they know about the topic, or how they may already feel about it. You can also use it to check for understanding during the session.

• Utilize Poll Everywhere. From text responses to questions to word clouds, these visual displays are engaging and automatically record input that you can follow up on later.

• Use services, like Kahoot, to integrate instructional games or quizzes into your presentations.