Q: What are Zoom Video Webinars?

A: Zoom Video Webinars allow you to connect with large audiences and share video, audio and content from any location and device for better engagement. The simple interface allows you to plan and present professional webinars at an affordable price. Zoom's high-quality experience scales to up to 50,000 attendees and supports 100 or more interactive video panelists for a better, more interactive experience.

Q: What are the benefits of Zoom Video Webinars?

A: Zoom Video Webinars are easy-to-use, reliable and built to help you present your best self while making it super simple for your audience to join.

With "touch up my appearance" filters and studio effects, immersive virtual backgrounds and background noise suppression capabilities, speakers can share their video and **present with confidence from anywhere** (like your bedroom or basement) with Zoom's high standards for quality, reliability and security.

One of the key benefits is that you can broaden your reach without complication and **scale** up to 50,000 attendees.

Q: What can I do with Zoom Video Webinars?

A: With Zoom Video Webinars you can virtually connect and share video with large audiences publicly or privately. Host a webinar with up to 50,000 attendees. Broadcast to an even larger audience by live streaming your webinar to Facebook Live, YouTube and other custom streaming services. Rely on Zoom Video Webinars to promote and build your business or community locally or globally.

Zoom Video Webinars help you:

- **Broaden your reach:** You can easily attract your audience with branded registration pages and event reminder emails. Also, see where your audience is coming from with lead source tracking.
- **Engage your audience:** Being on video helps to make connections and keep everyone more engaged. Involve your webinar attendees using interactive polling and Q&A with the ability to comment and up-vote questions. Attendees can also be promoted to panelists to speak and share video while in-session. After the event, you can send a survey to gather feedback from attendees.
- **Build your business:** Record your webinars and make them available to view later by attendees or to those who sign up to view the content on demand. Capture contact information from everyone who joins and views your content and push the leads into your CRM. Track and measure webinar

performance and audience engagement right within Zoom to help segment your audience for effective follow-up.

Q: Why should I use Zoom Video Webinars?

A: Zoom Video Webinars offer the most reliable, quality live video experience. People prefer Zoom because it simply works and scales in connecting people virtually.

Zoom Video Webinars are:

Secure: Require anyone who joins to use a passcode or authenticate. Deny and block attendees. Lock the webinar to prevent other attendees from joining after it starts.

Simple: The intuitive design fuels quick adoption for hosts as well as attendees with easy-to-use and manageable controls.

Scalable: Virtually connect with up to 50,000 people. Broaden your reach even more with live streaming to Facebook, YouTube and other custom streaming services.

Innovative: Enhance your appearance with "touch up" filters and studio effects. Suppress background noise and use your slides as your virtual background. Display up to 49 panelists on a single screen.

Extendable: Send leads from your webinar to your marketing automation solution for ongoing nurture. Push attendees as leads into your CRM. Leverage third party apps to enhance event registration management and monetization. Edit and store webinar recordings as videos. Push webinar trainings into your learning management system.

Q: What are the most popular features?

A: Specific Zoom Video Webinars features loved by customers include:

- Immersive virtual backgrounds (images, videos, presentation slides)
- Touch up appearance filters and studio effects
- Light and noise controls
- 1 click HD video sharing
- Q&A moderation controls and audience comments and up-votes
- Ability to share files and call-to-action links in a chat window

- Attendee promotion to panelist with audio and video sharing

- Cloud recordings with video trimming capabilities and reporting

- Open platform with APIs, SDKs and third-party app integrations

Q: What are the roles for a webinar?

A: Zoom Video Webinars offer various roles with different permissions.

- The **host** owns the webinar license and has the most control over the webinar in how it is scheduled, how it is set up, who can share video and audio, who is invited to listen and learn and what features are available. The webinar host can also assign alternative hosts who will have the same host controls.

- The host can add a **co-host** as backup to help run and monitor the webinar session. The co-host has the same permissions as the host except scheduling and setting up the webinar.

- The host can invite **panelists** who are able to share video, audio and screen during the webinar.

- **Attendees** can join the webinar in listen and view-only mode by using a link that is shared by the host or from the registration page.

Q: Can a host run multiple webinars at the same time?

A: No, concurrent live webinars are not supported by a single user license

Q: What's the difference between a Zoom Video Webinars and Large Meetings?

A: Webinars are built for presenting polished content to a large audience, whereas Meetings are built for small to large team discussion and collaboration.

Large Meetings is an optional add-on for Meetings plans to scale up to 1000 live interactive participants. In large meetings, all participants can share their audio, video and screen.

Webinars are used to host virtual presentations and broadcast them to a view and listen-only audience. This reduces the risk of disruptions and is a safer choice for large audiences who join mostly to listen and learn.

Q: How easy is it to set up?

A: Setting up Zoom Video Webinars is simple. It runs through the Zoom app, so there is virtually no learning curve. It only takes minutes to set up through the Zoom web portal (just sign into zoom.us and click on the

webinar tab on the left). You can add your brand to the registration, and customize your emails for each webinar, and immediately begin scheduling and hosting webinars.

Q: How do I manage registrations?

A: Zoom Video Webinars offer a lot of flexibility for handling registrations. There are three options for managing registrations. First, you can select registration not required, your invitees will be given a URL to join the webinar and will simply have to enter their name and email to join. Second, you can select to automatically approve anyone who has registered for the webinar and Zoom provides them a confirmation email. Third, you may manually approve attendees before Zoom sends out a confirmation email.

When setting up your event's registration, you can add your brand logo to the registration page and the emails that get sent out. Zoom also makes it easy to add demographic fields and customized open ended or multiple-choice questions to the registration page.

Zoom Video Webinars integrate with many leading CRM systems allowing you to generate leads from participants that joined a webinar, or push contacts from your CRM system to a webinar registration page.

Q: Can a webinar have more registrants than the webinar plan size?

A: Yes, you can have unlimited registrations or you can set a registration limit but the total number of attendees who can join a webinar concurrently is based on your Zoom Video Webinars plan (100, 500, 1,000, etc.).

Q: What is the max capacity for the number of people who can join Zoom Video Webinars?

A: Participants of a Zoom Video Webinar include the host, alternative hosts, co-hosts, panelists and attendees. These roles are defined in detail in this Help article. The max capacity for the number of concurrent live attendees is defined by the Zoom Video Webinars license held by the host. Concurrent live attendees join the webinar in listen and view-only mode and cannot see other attendees. The number of concurrent panelists a Zoom Video Webinar can support is determined by the host's Zoom Meetings license. If a host has a Large Meetings license, then they can host a webinar with up to 500 or 1000 panelists.

Q: Is it easy for attendees to join?

Attending Zoom Video Webinars is as straightforward as clicking on a link. Webinar attendees do not need their own Zoom account to join a Webinar. You can join through a browser or the Zoom client from any

desktop, laptop, mobile device, or Zoom Room. Most attendees simply join with computer audio and never need to dial into the webinar.

Q: Are Zoom Video Webinars available worldwide?

A: Yes. Zoom has data centers on several different continents to ensure a quality experience globally. As long as you have a decent internet connection, you can participate in, or attend Zoom Video Webinars from anywhere. Zoom offers unlimited VoIP from any internet connection, and global dial-in (toll applies) for 55 countries. You can also subscribe to Premium Audio for toll-free call from 120+ countries.

Q: Do you support language interpretation?

A: Yes. Zoom's language interpretation allows the host to designate panelists as interpreters on the web portal or during a Zoom session.

When the webinar starts, the host can start the interpretation feature, which will give the interpreters access to their own audio channels Attendees can select an audio channel to hear their language of choice Attendees will hear the translated audio and can choose if they want to hear the original audio at a lower volume.

Cloud recordings of interpretation sessions will only record the original audio of the meeting or webinar, not the translations. Local recordings of interpretation sessions will record any audio that the person recording can hear, but not multiple audio channels.

Q: What reporting options are available?

A: There are registration and attendee reports to help you track leads and segment for follow- up communications. Performance reports display engagement statistics on registration, attendance and feedback. Reports capture the Webinar's Q&A, polling and post-webinar survey results. All reports are exportable as csv files.

Q: Are Zoom Video Webinars secure?

A: Zoom has a robust set of security features to meet the requirements for safe and secure collaboration. The Zoom Cloud is a proprietary global network that has been built from the ground up to provide quality communication experiences. Zoom incorporates security features, such as AES 256-bit encryption to ensure that login information and webinar data is secure. Customers in security-conscious industries, such as healthcare can use Zoom as it can enable Health Insurance Portability and Accountability Act compliance (HIPAA). A Zoom Video Webinar host may choose to manually approve or decline anyone who registers as well as remove an attendee or lock a webinar to prevent additional attendees from joining once the webinar has

started. For more detailed information about Zoom security, visit https://zoom.us/docs/en-us/privacy-and-security.html

Q: Is there an on-premise option?

A: Yes, you can use Zoom's hybrid cloud service - known as the Zoom Meeting Connector - to deploy meeting communication servers within your company's internal network. User and meeting metadata are managed in the public cloud while the Webinar is hosted in your private cloud. All webinar traffic including video, voice, and content sharing goes through the on-premise Zoom Meeting Connector. Zoom Meeting Controller can be deployed onto any virtualization platform. Contact sales to learn more.

Q: How much do Zoom Video Webinars cost and how do I buy?

A: Zoom Video Webinars plans are defined based on the number of people joining concurrently. Zoom Video Webinars start at $40 per license per month for 100 people (requiring a Zoom Meetings license). There are options for monthly and annual pricing. Flat-rate pricing means you can host unlimited number of webinars to maximize your investment. Zoom Video Webinars support a variety of use cases such as company all-hands, company events, marketing and customer webinars as well as virtual training sessions (auditorium style). Visit our pricing page to learn more: https://zoom.us/pricing/webinar

Q: Do you offer plans for educational institutions?

A: Yes. Zoom provides subsidized educational institution pricing to empower educators around the world. Please contact sales: https://zoom.us/contactsales

Q: How can I purchase toll-free audio minutes?

A: Zoom offers unlimited VoIP from any internet connection and unlimited use of local toll dial-in numbers in 55 countries. You can also subscribe to Premium Audio rates for toll-free and fee-based toll calling for 100+ countries. Visit http://zoom.us/premiumaudio for more information.

Q: Does Zoom offer professional services to support customer events using webinars?

A: Zoom has a dedicated Event Services team to help customers plan, support and produce the best virtual and hybrid events using Zoom Video Webinars. Zoom Event Services offers a variety of event support packages to meet the unique needs of our customers. Zoom Event Services include best-practice consultation on run of show, production set-up and support as well as live event management and moderation. Contact a Zoom specialist to request more information.

Q: How can I learn more about Zoom Video Webinars?

A: Learn how you can benefit from the audience connection powered by Zoom Video Webinars today!

Read our blog: https://blog.zoom.us/category/product/video-webinars/

Request a live demo: https://zoom.us/livedemo

Access our knowledge base: https://support.zoom.us/hc/en-us/sections/200324965

Join a live expert training: https://zoom.us/livetraining