

## **TIPS FOR ENGAGEMENT IN ZOOM WEBINARS**

### **BREAKOUT ROOMS**

Breakout rooms are not available for this instance of Zoom webinars for the Assessment Institute. Please take this into account and consider other means of engaging with participants.

### **CHAT**

Participants of the 2020 Assessment Institute indicated they appreciated the chat function to interact with presenters and each other. As such, you may consider enabling the chat feature for your Zoom webinar. If you choose to do so, we recommend assigning your moderator—and possibly other presenters, if you have more than one—to relay chat questions to the speaker.

You may also consider other “rules of engagement” for the chat feature. Past participants indicated having trouble keeping up with important content when the chat was used for participants—sometimes in the hundreds—to introduce themselves. If you have a particular way in which you envision the chat being used, you may wish to explicitly state this at the beginning of your presentation.

Participants will not be able to copy/paste or save the chat during the webinar. Please take that into consideration when planning your presentation. If you are posting links or information to chat, please also include that information in your slides so people can visit later. You may also choose to include links and other important information in a handout to accompany your presentation; this also benefits those watching the recorded presentations.

If you will use the chat feature to share links or other resources, we recommend providing your moderator with a script detailing when to paste content into the chat; you may wish to indicate verbal cues, slides, or other notable moments in the presentation at which to paste content into the chat.

### **Q & A**

Encourage your audience to ask questions during the event to spark conversation and engagement. You can spotlight attendees asking questions by calling out their names when you respond to them. One consideration would be to have two Q&A sessions during your presentation—one in the middle and one toward the end. You may also consider allotting more time than you think you need for questions; participants of the 2020 Assessment Institute indicated appreciating when there was ample time for questions and answers, as it was an effective form of engagement. If you can't get to everyone, try to thank people for their questions. You may consider ways that you might follow-up with questions you are not able to answer or encourage participants to reach out to you after your session.

Another recommendation is to consider potential questions that might be asked during your session and provide written answers to your moderator so that might be able to assist with handling questions as they are asked.

## **POLLS**

If you would like to collect information from your attendees, you might consider using [Coda](#), [Mentimeter](#), [SurveyMonkey](#), [Qualtrics](#), or something like an app that's doing cell phone voting. You may think about connecting with instructional technologists, staff in information technology, or a member of your institution's Center for Teaching and Learning—or comparable unit—for suggestions on what might be supported by your institution and available to use during your presentation.

## **COLLABORATIVE WORK, CROWDSOURCING, OR TAPPING INTO COLLECTIVE KNOWLEDGE**

You may consider ways for participants to collaborate via a shared document using [Google Docs](#), [Padlet](#), [Mentimeter](#), [Jamboard](#), or through some other means. Consider having attendees create something together (e.g., generating potential survey questions, identifying potential solutions to a problem, brainstorming potential partners on campus) that is available to everyone at the conclusion of the presentation. You might have an audience filled with people who have specific problems and questions that they're looking for answers to and you will likely also have an audience full of people who could offer those suggestions and solve those problems. People love to be consulted. This is a way to be both collaborative and engaging. This can also be a useful tactic when you have an audience with varying levels of experience and expertise.

## **HANDOUTS**

To ensure attendees have a positive experience, we suggest that you send your session handouts to be posted to the Assessment Institute website. Institute attendees truly appreciate this service, and we do hope you are willing to share your materials with them. You can inform participants during your session that they can find your materials on the Assessment Institute website at <https://assessmentinstitute.iupui.edu/>.

Handouts with resources, links, and other materials are also helpful for those participants watching the recorded session.

## **MULTIMEDIA**

You may consider ways into incorporate other forms of media into your presentation. Participants of the 2020 Assessment Institute indicated appreciating when video and other forms of media were incorporated into presentations. If pursuing this route, be sure to test your media in advance of your presentation.

## **QR CODES**

When sharing your screen, live links on your slide deck will not be accessible to attendees or those watching the recorded session. As such, you might want to use QR codes to allows participants to use a mobile device to access links or resources. [qrcodemonkey](#) is a free tool to help create QR codes.