THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

WHAT IS A WEBINAR?

A webinar is a web accessible seminar.

For large audiences and panelist groups, the online seminar environment produced by a Zoom webinar supports the two-way interaction that is often found in traditional face-to-face seminars.

Figure 1: Representation of presenter and presentation, audience and interaction from a face-to-face seminar.
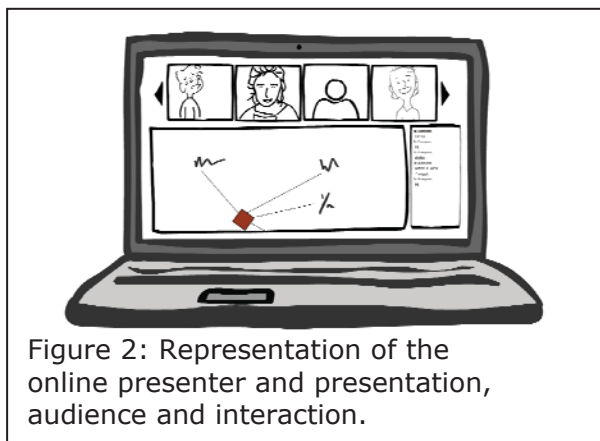

Figure 2: Representation of the online presenter and presentation, audience and interaction.

Zoom specializes in cloud-based interactive conferencing and collaboration. Zoom webinars are feature-rich, mobile friendly and transmitted in high-definition video and audio.

Zoom webinars can truly scale to suit your needs.

KEEP IN MIND

Zoom can manage an audience of up to 25 simultaneous panelists and up to 500 webinar attendees.

Figure 3: Representation of the gallery view of webinar audience.

No matter the size, your audience will interact through HD video, the text tool, by raising a virtual hand, shared documents, by sharing their computer screen and by asking questions via their microphone. During a webinar an attendee can be promoted to be a panelist in real-time.
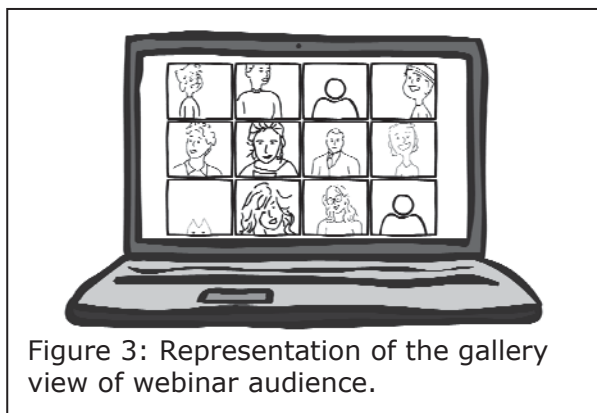
The audience members can also interact through the Zoom whiteboard, annotations features and polling. Annotations and polling provide a way to measure the audience's involvement with the material and can be utilized to cultivate interactive discussable moments during a presentation.
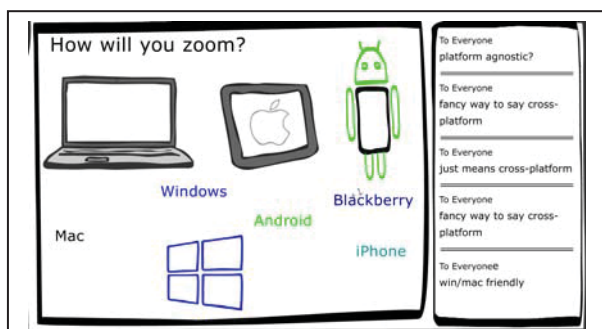
FLEXIBLE PLATFORM

Figure 4: Interactive discussion about platform flexibility.

For a Zoom webinar, there is no need for special hardware or for you to use a specific operating system.

Zoom webinar's are platform agnostic, compatible with Windows, Apple, and Android

operating systems, as well as, a variety devices. So feel free to run Zoom from your iPad, your tablet, your phone or even your personal computer. Due to Zoom's cloud based infrastructure, you can schedule and even host a webinar from the comfort of your computer in your office. Webinars can also be recorded for archiving or uploading to a video server.

This platform flexibility will be appreciated by your audience. An audience that can collaborate form the computing device of their choice.

Anywhere you chose to host from, rest assured that your webinar will be transmitted in high-definition since Zoom's video and audio capabilities are the best in their class.

POLLING

Polling is another wonderful example of a tool that encourages audience interaction and engagement.

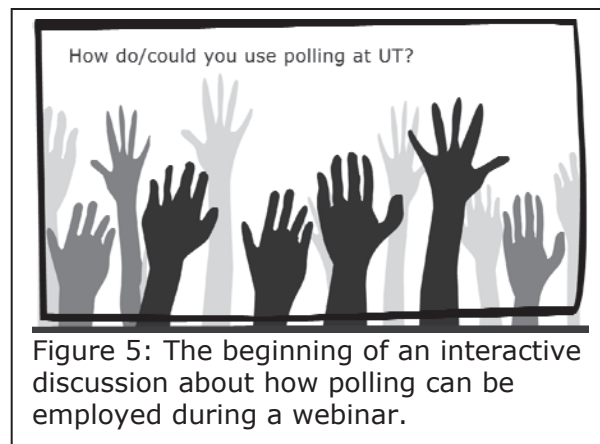*There are many creative reasons to use the polling tool.*

Figure 5: The beginning of an interactive discussion about how polling can be employed during a webinar.

Webinars can have up to 5 polling sets with 10 questions per polling set. The polling sets can consist of single-answer or multiple-answer questions.
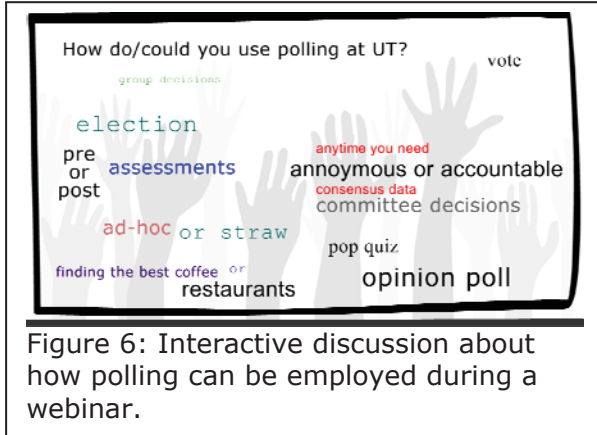
Figure 6: Interactive discussion about how polling can be employed during a webinar.

After a particular polling set has been closed the polling results can be shared with the audience.

In addition to gaging audience participation and understanding through pre-assessment and/or post-assessments, the polling tool can also be used for formal or informal voting.

SUMMARY

Zoom webinars are transmitted in high-definition video/audio.

With engaging two-way interactive tools and the capability to promote attendees to panelist in real-time, Zoom webinars have the features needed to boost audience feedback and participation. All that, and desktop hosting from the convenience of your office and your computer.
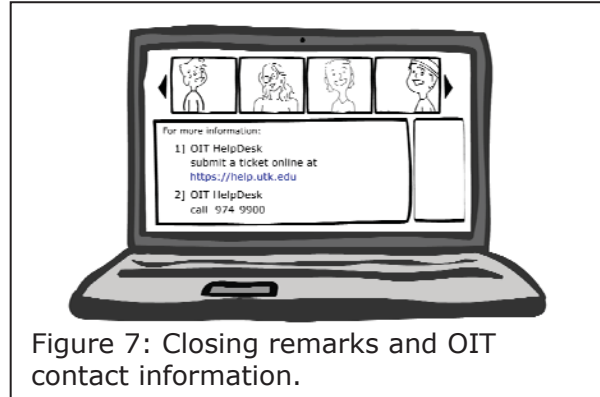

Figure 7: Closing remarks and OIT contact information.

FOR MORE INFORMATION

Submit a ticket with OIT Helpdesk online at https://....edu
Call the OIT Helpdesk at ###-####

University of Tennessee, Office of Information Technology: What is a webinar? (2016)