

Preparing for your event

Get your team ready



Running a successful online event is a team effort! You'll need to prepare your speakers and have your event team aligned to make sure everything runs smoothly. Run through our event checklists to ensure you don't miss a beat.

Production team checklist

Streamline your production team

Designate your producer(s) that will be in charge of all things production related.

Create a Zoom Chat channel

Leverage Zoom Chat to create dedicated channels with your team planning the virtual event to stay aligned on tasks and action items. Zoom Chat allows you to collaborate in real time with internal as well as external team members.

Create a production schedule

Your production schedule should include a timeline of all sessions, presenter information, transitions, procedures, and breaks, and when they will take place.

Create an event workflow

Clearly define and visualize your online event experience with technical specs for each session, live streaming options, and other details to align producers with technical and presentation teams.

Technical team checklist



Set up meeting and/or webinar settings

Work with the presentation team to clearly define and enable settings for each session – for example, if Q&A is enabled or if attendees can chat.

Enable practice session

When scheduling your webinar, be sure to select “Enable practice session” so hosts and panelists can join the webinar platform early to set up.

Invite panelists

If you’re using Zoom Video Webinars, each panelist is required to join using a unique link sent to them by email. Once speakers have been chosen and your webinar has been scheduled, send an invitation link and make sure they’ve received it.

Schedule a dry run

Do a dry run with your presenters to test cameras, microphones, lighting, and other settings, and practice intros, content, and transitions. Encourage them to join the dry run with the equipment they’ll be using on the day of the event.

[Get your dry run checklist](#) →

Set up livestreaming

Decide whether you want to livestream to [Facebook Live](#), [YouTube Live](#), a [custom service](#), or multiple platforms at once using [restream.io](#).

Plan who will record the event

Decide who is responsible for this process and how it will be done. You may wish to record to the [cloud](#) or [locally](#).

Presentation team checklist



Prepare your presenters

Send presenters [how-to resources](#) for using Zoom and ensuring audio and video quality ahead of time.

Create a panelist schedule

If your session has multiple speakers presenting, create a schedule and let each presenter know how much time they'll have.

Gather speaker materials

Ask speakers to submit their presentation content, bios, and audience questions (for live polling or Q&A) well ahead of time.

Hardwire your internet connection

This will help you avoid any tech issues with an unstable wifi connection, which can affect audio quality and the overall attendee experience. Encourage presenters to do the same.

Minimize background noise

Use a standalone microphone or good headset for the best audio quality. Set your audio settings to suppress background noise.

Optimize video

Open your video settings to enable HD, adjust for low lighting, and touch up your appearance if needed.

Set up your background

You can create a branded virtual background for all presenters that shows their name, company, and title. If you prefer not to use a virtual background, make sure your real background is clean and uncluttered.

Dress to impress

Choose solid colors over stripes or small, busy patterns. If you have a green screen, make sure what you're wearing is a different color!

Pro tip

Send speakers a kit with everything they'll need: a microphone/headset, ethernet cable, ring light, and webcam. Put together a folder of digital assets with a virtual background template, event graphics, and sample social media post copy, so they can promote their session to their network.