

ZOOM *an overview of the webinar platform*

WHY ZOOM?

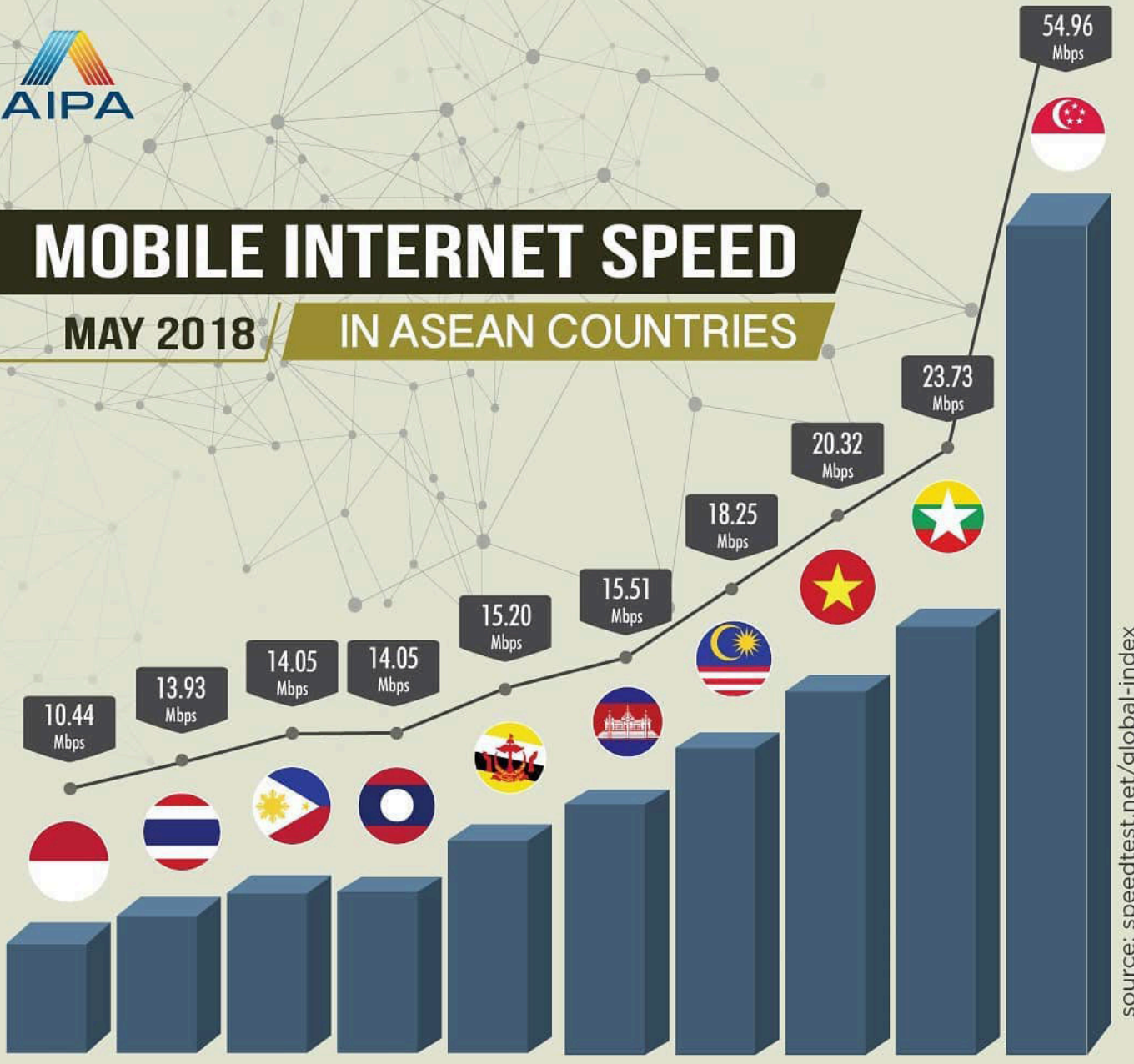
Accessibility

Availability

Interconnectivity

MOBILE INTERNET SPEED

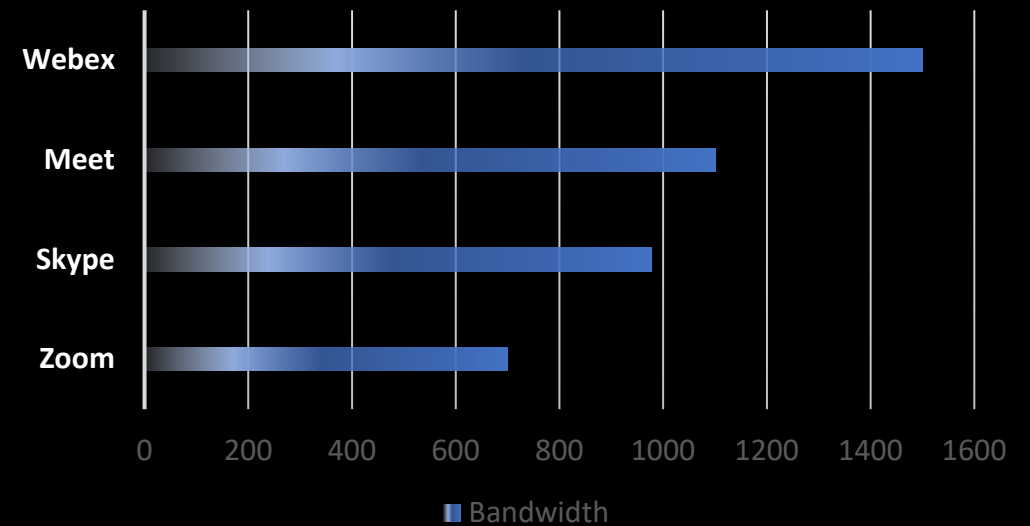
MAY 2018 IN ASEAN COUNTRIES



source: speedtest.net/global-index

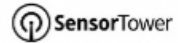
Accessibility

BANDWIDTH REQUIREMENT IN KBPS



Availability

Top Apps Worldwide for April 2020 by Downloads (Non-Game)



Overall Downloads	App Store Downloads	Google Play Downloads
1 ZOOM	1 ZOOM	1 ZOOM
2 TikTok	2 TikTok	2 TikTok
3 Facebook	3 Google Meet	3 Facebook
4 WhatsApp	4 Microsoft Teams	4 WhatsApp
5 Instagram	5 Netflix	5 Aarogya Setu
6 Messenger	6 Instagram	6 Messenger
7 Aarogya Setu	7 YouTube	7 Instagram
8 Google Meet	8 Tax Report	8 Samsung Security Update
9 Netflix	9 Facebook	9 Telegram
10 Microsoft Teams	10 Google Classroom	10 Likee

Note: Does not include downloads from third-party Android stores in China or other regions.

Top Apps Worldwide for April 2021 by Downloads (Non-Game)

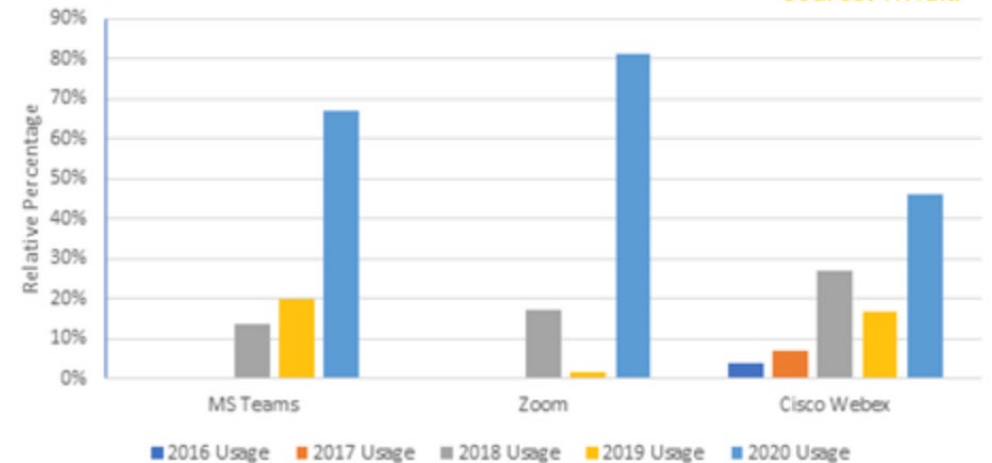


Overall Downloads	App Store Downloads	Google Play Downloads
1 TikTok	1 TikTok	1 Facebook
2 Facebook	2 YouTube	2 TikTok
3 Instagram	3 Instagram	3 Instagram
4 WhatsApp	4 WhatsApp	4 Snapchat
5 Messenger	5 Facebook	5 WhatsApp
6 Snapchat	6 ZOOM	6 Messenger
7 ZOOM	7 Messenger	7 ZOOM
8 Telegram	8 CapCut	8 Telegram
9 CapCut	9 Gmail	9 Google Meet
10 Google Meet	10 Google Maps	10 Hotstar

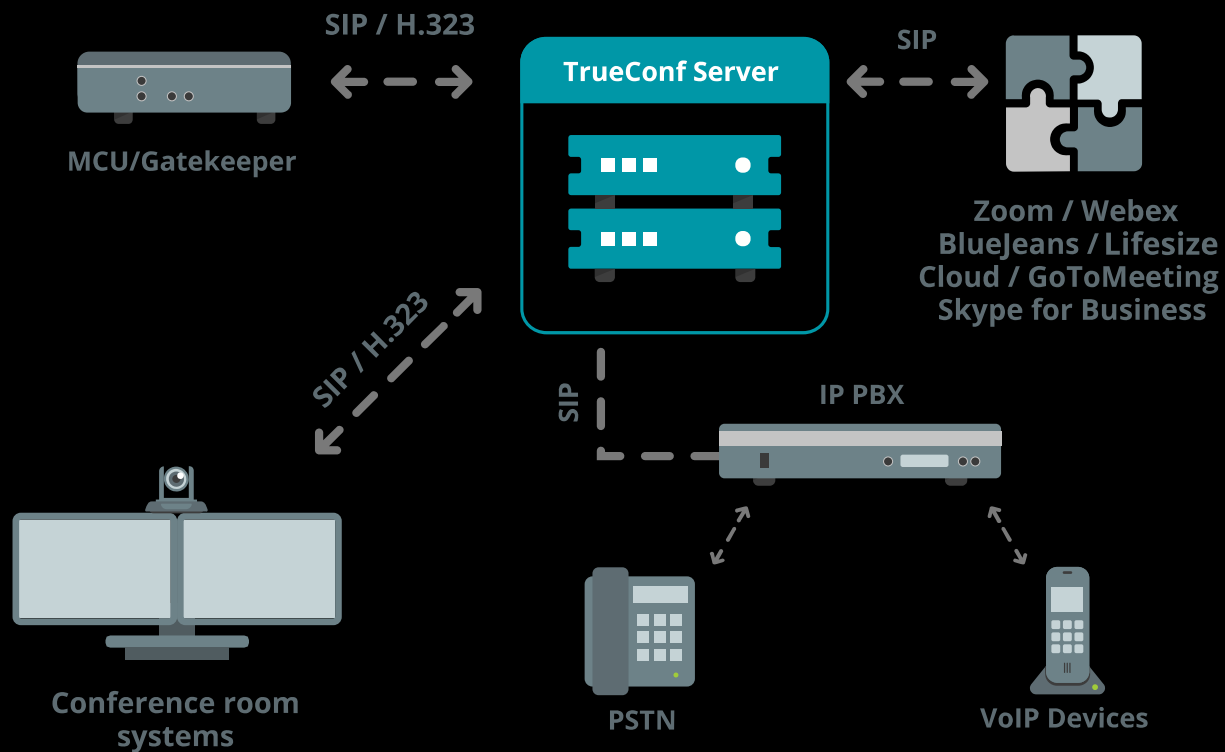
Note: Does not include downloads from third-party Android stores in China or other regions. TikTok includes downloads of Douyin.

Overall Usage and Time Spent in Web Conferencing App over Time

Source: Nvidia



Interconnectivity



Zoom is not safe?

Username 00:15



A stranger has entered the call.



Root cause of data breaches



Steps to host the virtual event

1. Planning
2. Assessment
3. Pre-event Preparation

Assign roles for the webinar

Host Schedules and manage the webinar, invites and manages Panellist(s), and attendees, master control of the A/V of the webinar

Co-Host Has most of the same controls as the host but cannot start the webinar

Panellist(s) Located on left side of the panel, can view and send the video, screen share, annotate, Must be assigned by host

Attendees View only participants, may speak if only granted permission by host








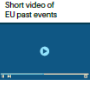





Interpreter* To enable language interpretation in webinar
The host can designate up to 20 participants as interpreters at one time

TIMING

STORYBOARD

PARTICIPANT'S PERSPECTIVE

On-screen visual

Lounge Music Backdrop	Moderator	H.E Mr Igor Driesmans	All participants	Mr. Riezky Novyana Moderator (Talkshow view)	Mr. Riezky Novyana Moderator Participants (raised hand)	Mr. Noudhy Valdryno Moderator	Mr. Noudhy Valdryno Moderator Participants (raised hand)	Ms. Eihana Sugiaman	Moderator		
 <p>Backdrop Lounge music</p>	 <p>Ms. Dian Saputra (Moderator) Communication and Visibility Team Leader, Landell Mills</p> <p>Greeting and welcoming Read meeting rules and ethics to all participants</p>	 <p>Mr Lukas Gajdos Chargé d'Affaires, EU Delegation to ASEAN</p>	 <p>Group photos</p>	 <p>Mr. Riezky Novyana Information and Knowledge Management (IKM) Expert, Landell Mills Platform Introduction Overview of the Zoom platform; Sharing technical documents and tips on hosting and co-hosting webinars; Integration of post-event survey and e-certificate distribution;</p>	 <p>Session 1 Q&A session</p>	 <p>Mr. Riezky Novyana Practice and interactive session. Customising registration forms, post-event survey feedback and automatic e-certificate creation</p>	 <p>Short video of EU past events</p>  <p>Mr. Noudhy Valdryno Politics and Government Outreach Facebook Asia Pacific Platform introduction and promotion: Facebook Creating and managing a Facebook Page; 2.2. Content rules and best practices; Creating content and effective engagement strategies;</p>	 <p>Session 2 Q&A session</p>	 <p>Mr. Noudhy Valdryno Practice and interactive session. Practice - 'Content rules & Creating Content and Effective Engagement Strategies'</p>	 <p>Ms. Eihana Sugiaman Representative of the EU Delegation to Indonesia and Brunei Darussalam</p> <p>Overview on communications coordination for events and the role of Landell Mills</p>	 <p>Ms. Dian Saputra (Moderator) Communication and Visibility Team Leader, Landell Mills</p> <p>Closing</p>

Event assessment dashboard

Event classification?

Public, Closed, Internal, Confidential

Type of the events?

Interviews, Discussion, Press Conference, Workshop, High-level Meeting

How many attendees?

10-100; 100-500; 500-1000

Interactivity?

Gamification, Polls, Breakout Room, Transcription

Embedded platform?

Eventbrite, Workspace, Slack

Live streaming?

Facebook, LinkedIn, YouTube

Risk Rating and contingency plan

Risk	Probability	Impact	Rating	Consequences	Mitigation
Zoom Bombing	Moderate (4)	High (10)	Catastrophic (40)	Reputational Damage	RTMPS (TLS) encryption will be enabled along with AESA; centralised information management
Unauthorised host access	Low (1)	High (10)	High (10)	Hijacked	unique ID and URL will be use for VIPs invitation instead of using normal invitation URL
Electricity black-out	Low (1)	High (10)	High (10)	Event ended	Solar panel as electricity backup; assign co-host
Connectivity failure	Low (1)	Moderate (4)	Moderate (4)	Event cancelation	Assign co-host and internet backup

Pre-event preparation

- 1. Technical Briefing**
- 2. Rehearsal**

Technical documents

1. Prerequisites
2. Essentials set-up
3. Joining from Zoom Client from Windows/MAC (Desktop)
 - a. Join using the Webinar URL
 - b. Join using meeting and personal ID
4. Joining from Zoom Client from IOS/Android (Mobile)
 - a. Join using the Webinar URL
 - b. Join using meeting and personal ID
5. Joining from Browser (Mobile)
6. FAQ and common issues
 - a. PC crash or need to restart
 - b. Issues with the Zoom Launcher plug-in (Browser)
 - c. Wi-Fi connection issue

Event Information

1. Schedule for technical briefing and rehearsal
2. Rundown
3. Event sequence and flow
4. Q&A flow

Housekeeping

Can the participants turning on the camera? Or their mic?

How the audience can interacted during the speakers during the session?
Q&A features? Chat? Raise hand?

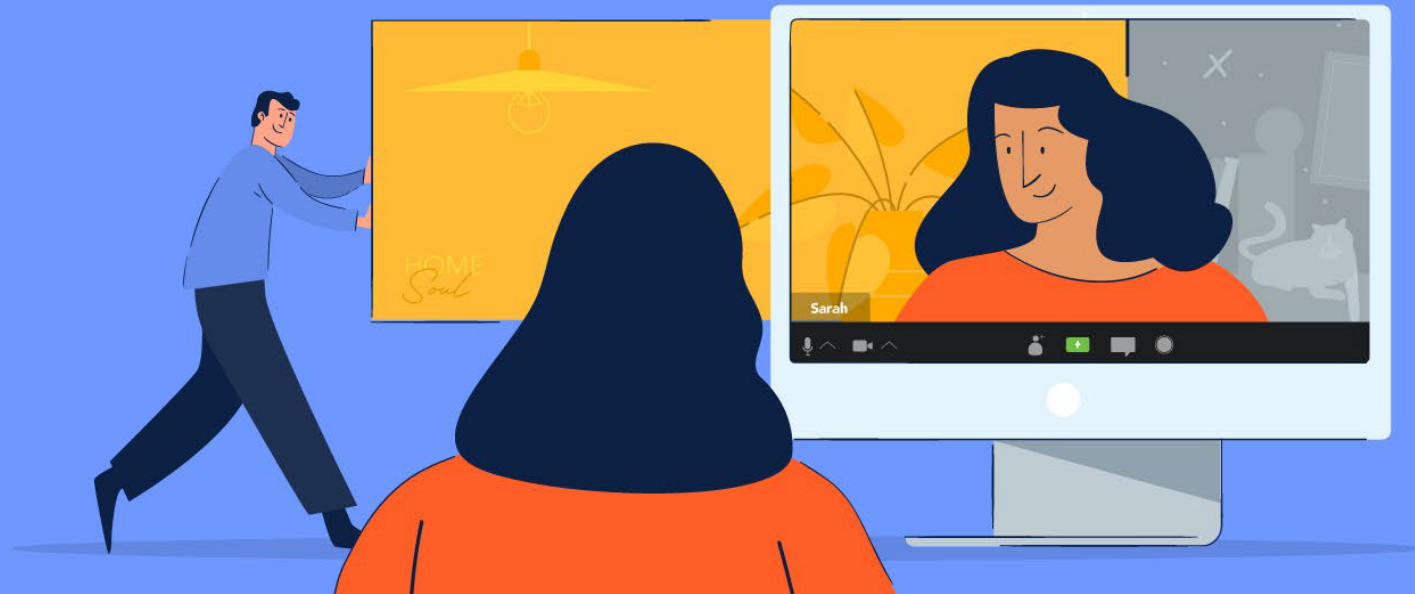
Is the session being recorded?

How to view live close captions, provided a captioner has been assigned to this Webinar.

Is there any interpreter during your webinar? In what language? How to access it?

Naming conventions during your events e.g. [Full Name], [Organisation/media outlets]
John Smith, AP News

Virtual background



Two main reasons people use Virtual Backgrounds

1. To ensure a clean background
2. Branding purposes

Virtual background

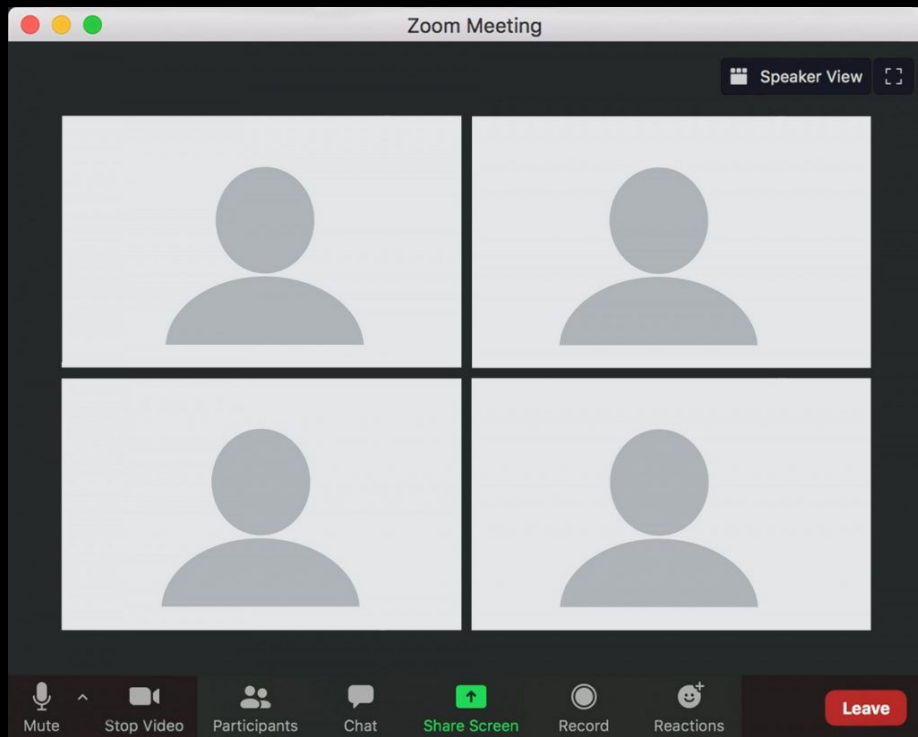


screenshot

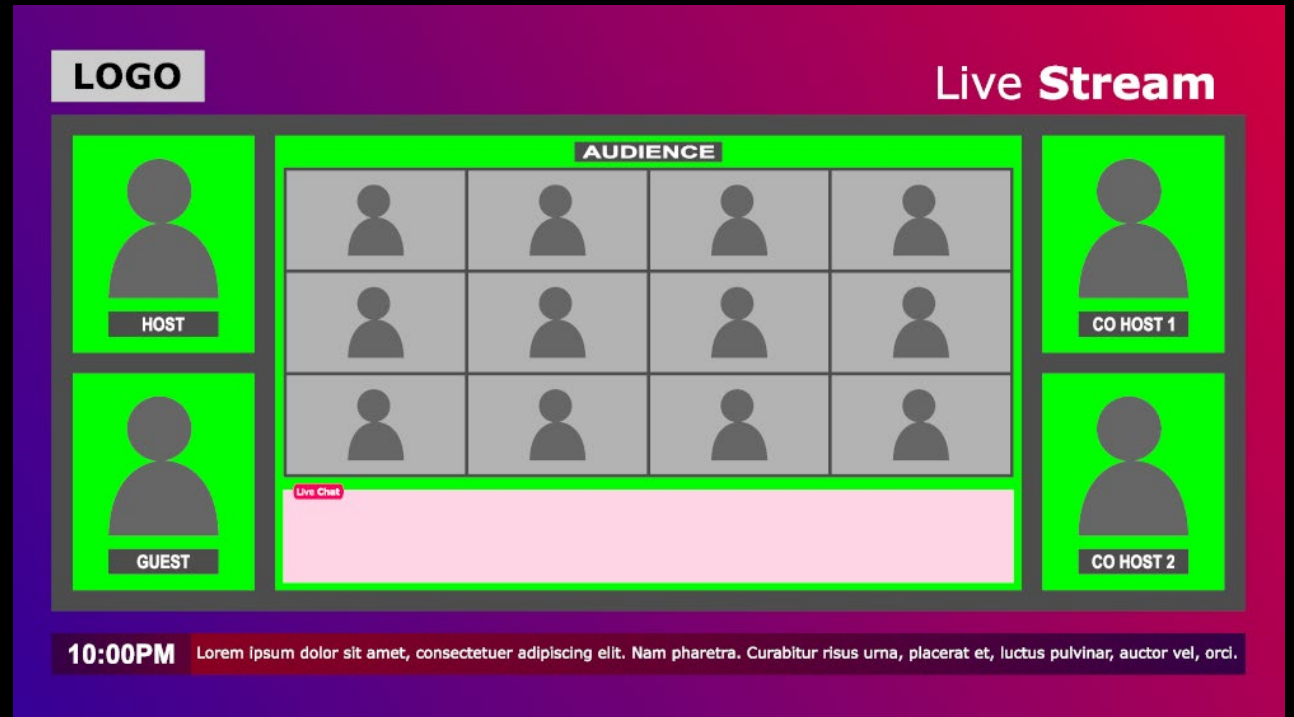
Young-A Son



Graphics overlays



Basic zoom view

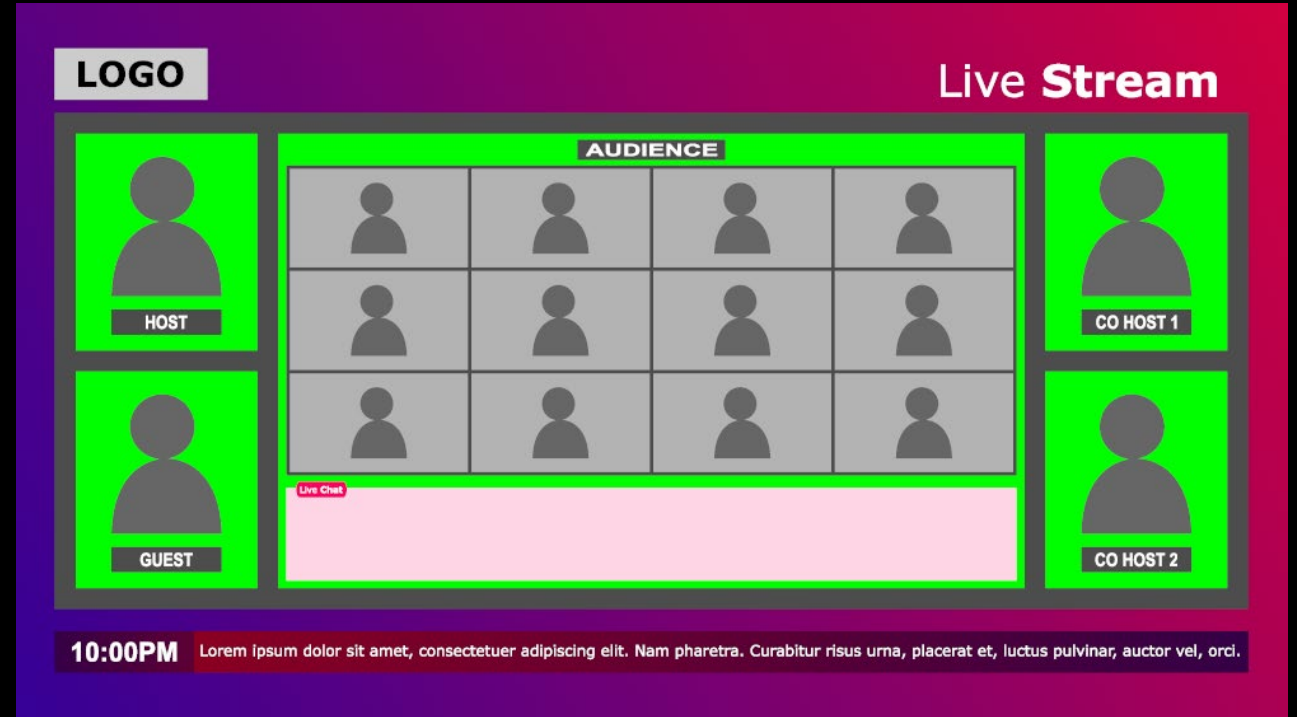
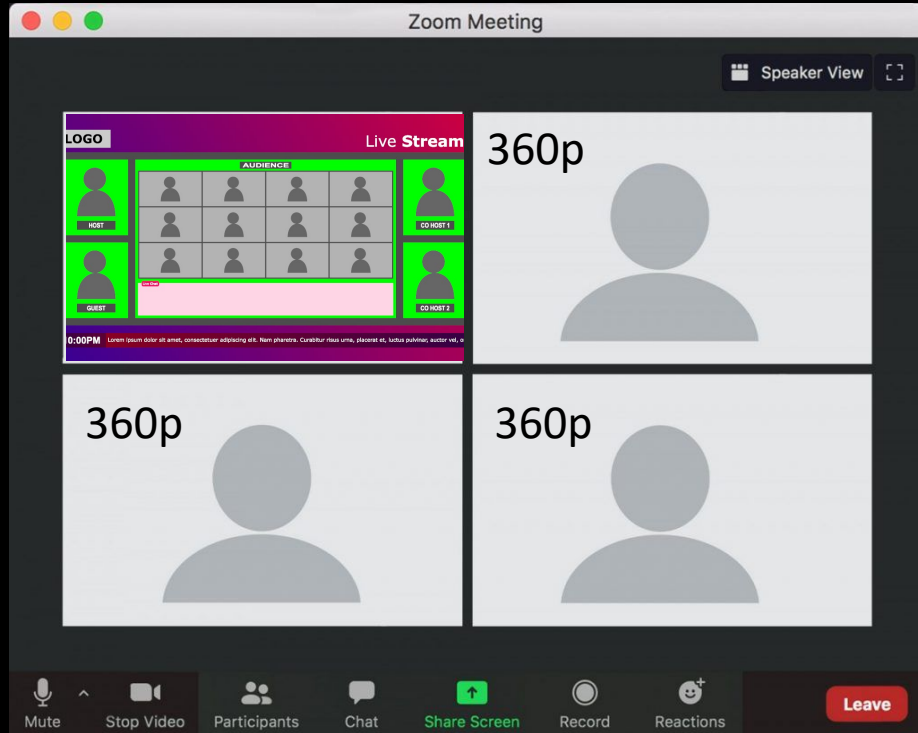


Zoom with overlay

Graphics overlays

360p

Upscaled to 720p



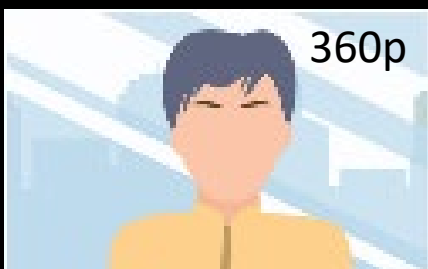
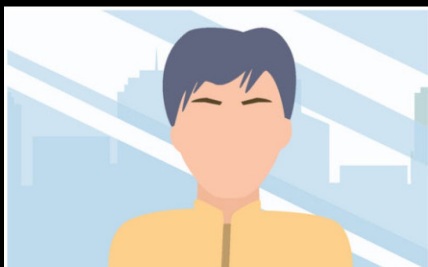
Open Broadcaster Software



vMix



H.264 Stream



Increase quality



5120 kbit/s

Increase framerate



1024 kbit/s

Increase resolution



300 kbit/s

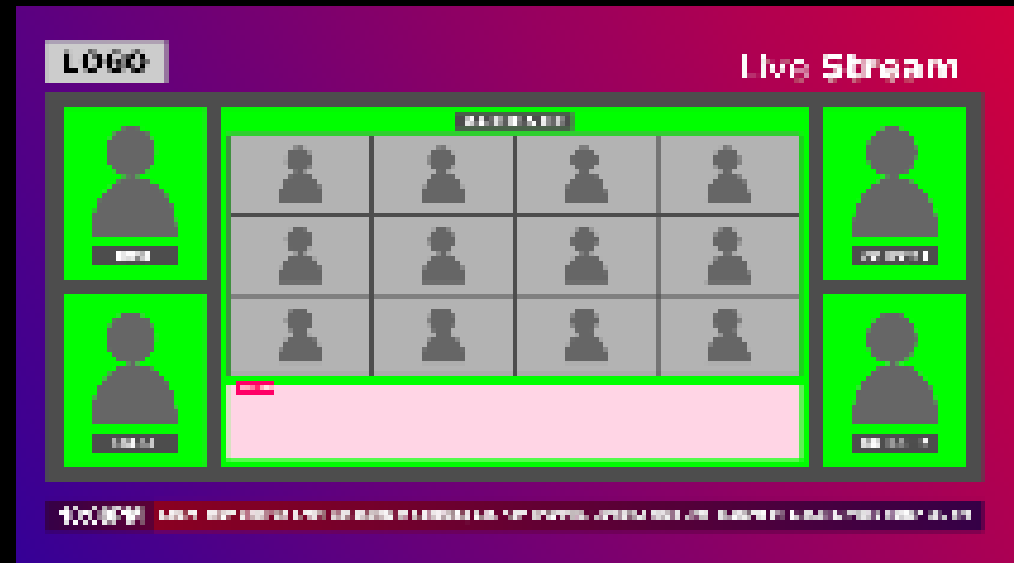
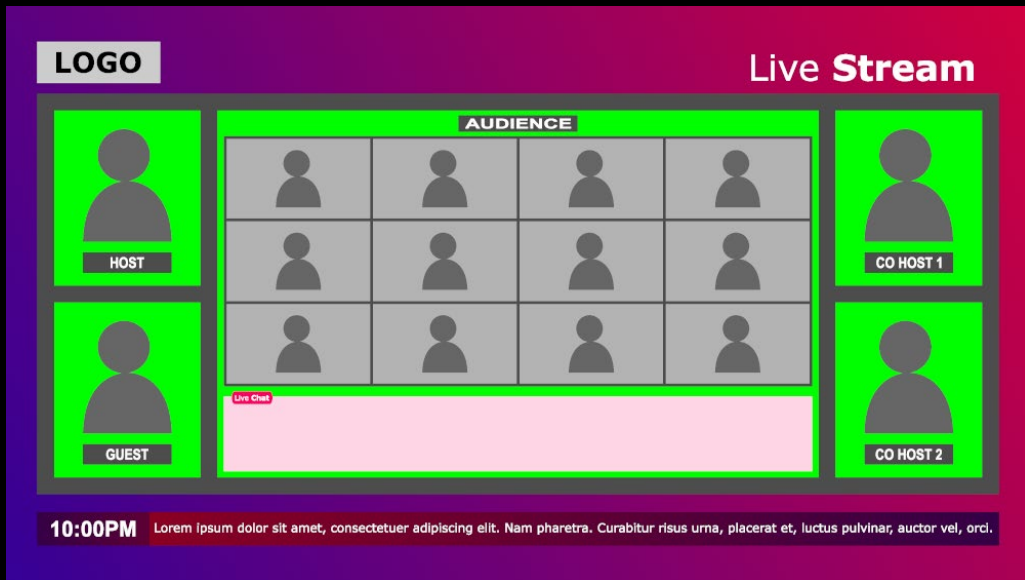
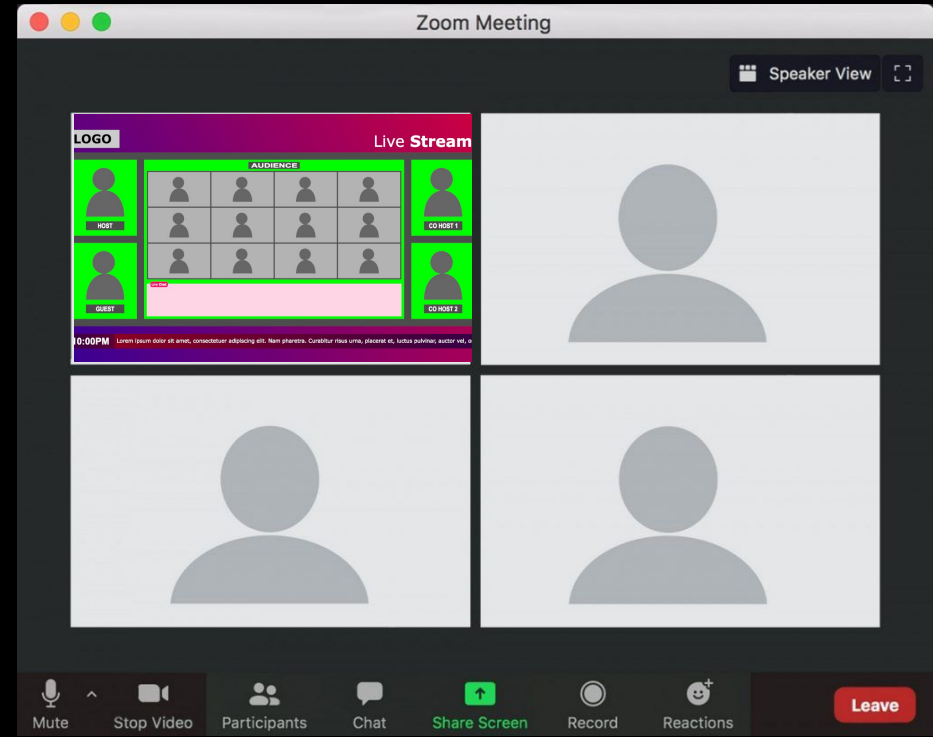
Base Layer



128 kbit/s



Graphics overlays



How to comply with GDPR (Zoom)

Recording notifications - Zoom clients ⓘ

Ask host to confirm before starting a recording [Customize Disclaimer](#)

Communications Content Storage Location

Recording

Determine where recording will be stored. Recording includes Meeting, Webinar and Phone recordings, voicemail, voicemail transcripts, and custom greeting prompts. [Learn More](#)

Germany ▼

How to comply with GDPR (Zoom)

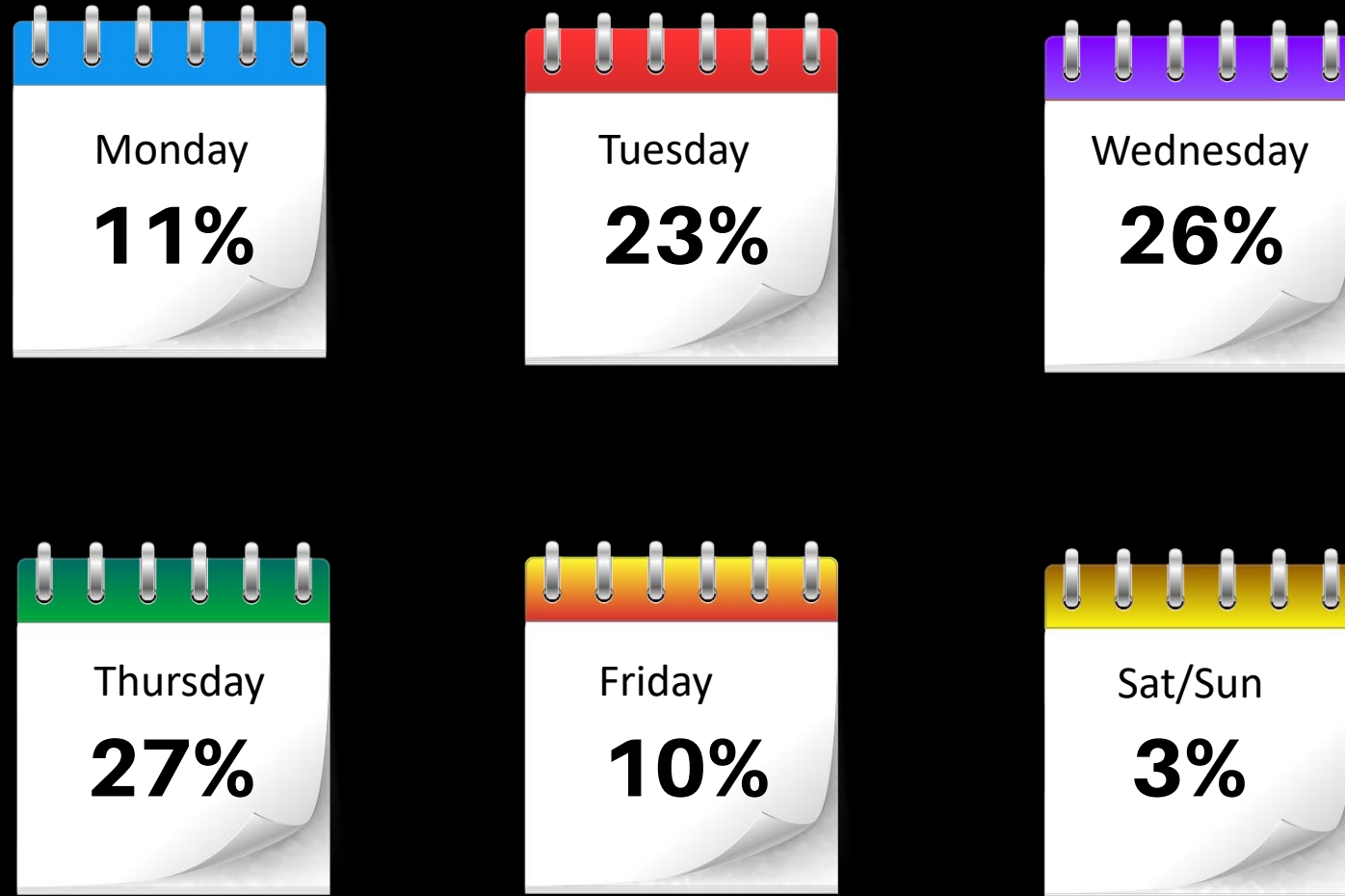
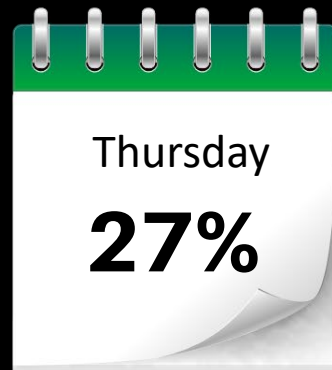
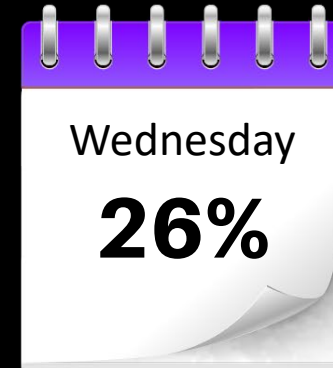
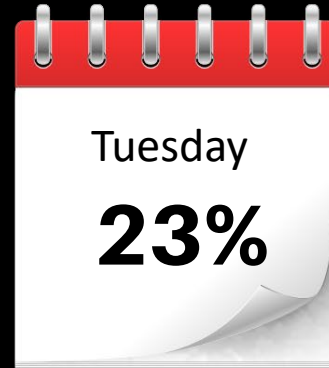
Transit Data

Meetings/webinars data center

Include all data center regions to provide the best experience for participants joining from all regions. Opting out of data center regions may limit CRC, Dial-in, Call Me, and Invite by Phone options for participants joining from those regions.

<input type="checkbox"/> Australia	<input checked="" type="checkbox"/> Ireland
<input type="checkbox"/> Brazil	<input type="checkbox"/> Japan
<input type="checkbox"/> Canada	<input type="checkbox"/> Mexico
<input type="checkbox"/> China	<input type="checkbox"/> Singapore
<input checked="" type="checkbox"/> Germany	<input checked="" type="checkbox"/> The Netherlands
<input type="checkbox"/> Hong Kong SAR	<input checked="" type="checkbox"/> The United States
<input type="checkbox"/> India	

Best Days for webinar attendance



Registrant to Attendee Conversion Rate

A ratio of 35%-45% is considered good

E-Certificate

1. Open your browser
2. Open Google Slide and Form
3. <https://bit.ly/4th-PNG-sample>
(if you do not have your image)



- <https://bit.ly/4thEUworkshop-feedback>