Delivering live Arts lectures - some pointers
by David Triggs, chairman The Arts Society Stratford-upon-Avon

Zoom is a great tool designed for managing small meetings. It can be extended to on-line lectures as well. However Zoom has limitations that become more challenging the larger the number of users. There are excellent non-technical online video tutorials to help you in becoming a competent host.

The software has become universally recognized and frequently used in family environments so there are reduced inhibitions about using it. However it does need downloading which itself creates a technological barrier and this also allows, probably unwarranted, fears of introducing viruses. Neither ought to be a barrier with some user support and encouragement.

Before important meetings or lectures it is helpful to offer a zero-pressure rehearsal session for users to log on and check that their software is downloaded properly and that their camera, audio & microphones are functioning. Indeed these concerns might inhibit some users from trying Zoom just in case they make an embarrassing entry during a live lecture.

Prepare the initial set-up
It is important the invite is absolutely clear. Who is setting up the meeting and what is it for? Set the date and time. If using the free version of Zoom you are limited to 40 minutes for 3 or more participants before the meeting is halted. But once the time limit has elapsed and stopped by Zoom itself, the host & users can restart the meeting using the original log on details. The host shouldn't stop it early or the meeting is then cancelled and cannot be restarted.

The joining conditions can be set when preparing the invite. For a small meeting it is enjoyable to start with video & microphone on at entry for a chat before the formal meeting.
For a lecture it is best to use the following settings:
Video: Host ON Participants EITHER
Audio: Computer audio ON (This avoids a huge list of phone numbers being added to the invite)
Calendar: Leave as iCal unless you have an alternative preference
Advanced options:
Enable waiting room: OPTIONAL (The Host has to allow users in individually - tedious for big meetings but useful to allow in late entrants.)
Enable join before host: YES Users can be sure they are in correct Zoom meeting early.
Mute participants upon entry: YES (This SHOULD avoid noisy late entrants);
Only authenticated users … NO unless you experience intruder problems.
Automatically record meeting … NO The lecturer owns the IP to the meeting.
Save the meeting once scheduled and it will offer to insert in your calendar.

Prepare the invitation
To find the meeting you have just set up, go to Meetings at the top of the Zoom home page, click on it and the meeting will then be listed on the left hand side.
Click on the correct meeting and DO NOT CLICK START! But left click on 'copy invitation'. The invite details can then be copied onto an email or MailChimp bulletin to invite participants.
Tip: Ensure the hyperlink is set up (a blue underlined link). If not showing as a hyperlink put your cursor at the end of the address and enter. This should then create a hyperlink.

Manage the meeting or lecture
The initiator of the meeting needs to open up the meeting. If the initiator is the lecturer themselves it is extremely difficult to manage as host AND present a lecture. Some lecturers have their own friendly host otherwise someone in the society should offer to help. Once the meeting has started it is possible for the initiator of the meeting to hand over the Hosting to another participant. This is accessed through the Participant box at the foot of the page.

Click on the designated participant and click on the More button. Ability to transfer hosting facility is available there.

Meeting etiquette is important. Either include it in the invite or during the introduction OR BOTH!
NEVER unmute yourself during the lecture
NEVER touch the Share screen or Record box during the lecture

Muting all participants just before a lecture starts is simplest done by clicking the *Mute All* button. IMMEDIATELY Unmuting the lecturer and Chairman so they can then speak.
Late arrivals SHOULD be muted on entry but can unmute themselves and disrupt the flow of the presentation.
The watchword for the designated Host might now be STAY ALERT!
Tip: To interject briefly a participant can unmute themselves by pressing the Spacebar on a laptop.

Some delivery alternatives:
Add VAT to all prices
1. Present lectures to all participants using Zoom
Successfully used for 249 participants at joint Stratford & Royal Leamington Spa event
Positives
- Becoming relatively well known technology and quite simple to manage
- Free to all participants
Negatives
- Zoom pricing is quite opaque and rather complex
- Costs limitations to numbers,
    - up to 100 participants £11.99 monthly or £119.90 annually
    - or up to 500 participants £51.99 monthly or £599.90 annually
    - or up to 1,000 participants £83.99 monthly or £983.90 annually
- Seems quite expensive to either the society or lecture if only used infrequently
- Software had to be downloaded - technology & virus-fear barrier for some members
- Needs an independent and alert Host to manage late entrants and switch off their microphones
- Needs compliant viewers who will not play with 'share screen' option!

2. Present lectures to all participants using Webinar
Designed as Zoom add-on for conferences with many passive participants
Positives
- Add-on technology to Zoom and quite simple to manage
- Free to all participants
Negatives
- Costs limitations to numbers:
    - up to 100 participants £43.99 monthly or £439.90 annually
    - or up to 500 participants £123.99 monthly or £1,239.90 annually
    - or up to 1,000 participants £283.99 monthly or £2,839.90 annually
- Seems quite expensive to either the society or lecture if only used infrequently
- Software had to be downloaded - technology & virus-fear barrier for some members
- Needs an independent and alert Host to manage late entrants and switch off their microphones
- Needs compliant viewers who will not play with 'share screen' option!

3. Present lectures using Webinar feeding into YouTube
Successfully used for 145 participants at sole Stratford event
Positives

- Becoming relatively well known technology and quite simple to manage
- Free to all participants
- YouTube easier to use for members, no downloading needed
- Infinitely scalable
- Only cost of Zoom webinar £43.99 monthly or £439.90 annually
  - **Negatives**
- Additional software link to manage
- Webinar may be an unnecessary step

4.   Present to all participants using Zoom feeding into YouTube
Tested on a very small scale but probably the way forward
  - **Positives**
- Becoming relatively well known technology and quite simple to manage
- Free to all participants,
- YouTube easier to use for members, no downloading needed
- Infinitely scalable
- Only cost of Zoom £11.99 monthly or £119.90 annually + VAT
  - **Negatives**
- Additional software link to manage involves several steps

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15 May 2020