

GETTING THE MOST OUT OF ZOOM

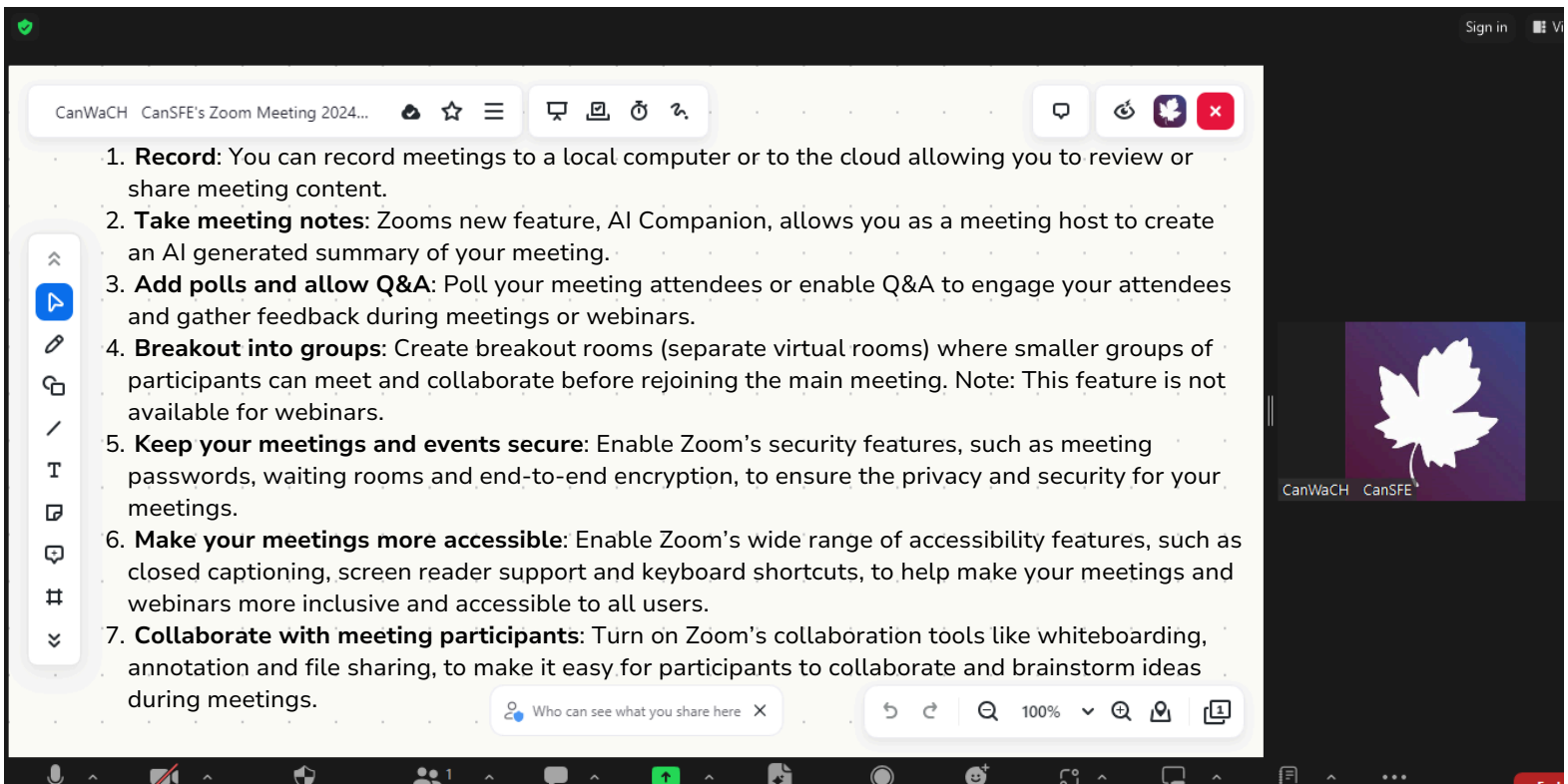
WHAT IT IS

Zoom is a cloud-based, **remote video conferencing** platform that is most typically used for video and audio meetings and webinars, allowing people to meet “face-to-face” when meeting in person isn’t possible.

HOW YOU’LL BENEFIT

Zoom takes the guesswork out of remote communication and collaboration. It allows you to easily connect with others regardless of where they are, and improves productivity in meetings, fostering better teamwork. The recording feature and AI components will help you keep track of important discussions and training sessions, while screen sharing makes presentations and demonstrations more effective.

TAKE ZOOM TO THE NEXT LEVEL



The screenshot shows a Zoom meeting window with a list of seven tips for maximizing Zoom usage. The tips are:

- 1. Record:** You can record meetings to a local computer or to the cloud allowing you to review or share meeting content.
- 2. Take meeting notes:** Zoom's new feature, AI Companion, allows you as a meeting host to create an AI generated summary of your meeting.
- 3. Add polls and allow Q&A:** Poll your meeting attendees or enable Q&A to engage your attendees and gather feedback during meetings or webinars.
- 4. Breakout into groups:** Create breakout rooms (separate virtual rooms) where smaller groups of participants can meet and collaborate before rejoining the main meeting. Note: This feature is not available for webinars.
- 5. Keep your meetings and events secure:** Enable Zoom's security features, such as meeting passwords, waiting rooms and end-to-end encryption, to ensure the privacy and security for your meetings.
- 6. Make your meetings more accessible:** Enable Zoom's wide range of accessibility features, such as closed captioning, screen reader support and keyboard shortcuts, to help make your meetings and webinars more inclusive and accessible to all users.
- 7. Collaborate with meeting participants:** Turn on Zoom's collaboration tools like whiteboarding, annotation and file sharing, to make it easy for participants to collaborate and brainstorm ideas during meetings.

The screenshot also shows the Zoom meeting controls at the bottom, including a toolbar with icons for chat, share screen, and other features. A small CanWaCH logo is visible in the bottom right corner of the meeting window.

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MEETINGS VS. WEBINARS


The Zoom Meeting and Webinar platforms offer similar features and functionality with a few key differences:

Zoom Meetings:

- Use Zoom meetings when you want your meeting to be a collaborative event with all participants being able to screen share, turn on their video and audio, chat with everyone in the chat box and see who else is in attendance.
- Since you don't need to have a Zoom account to attend a Zoom meeting, anyone can meet with clients or conduct interviews with remote candidates virtually.
- Zoom meetings are ideal for hosting more interactive sessions where you'll want to have lots of audience participation or break your session into smaller groups.

Zoom Webinars:

- Use Zoom webinars when you want to host a meeting or event with designated panelists who can share their video, audio and screen. The average webinar features a single person, or a few select people speaking to an audience.
- Webinars allow view-only attendees who do not typically interact with one another, but have the ability to interact via Q&A, chat and answering polling questions. You can unmute attendees if they want to contribute to the discussion.
- Webinars are ideal for large audiences or events that are open to the public. Think of webinars like a virtual lecture hall or auditorium.

 **NOTE:** To host a webinar, you will need to purchase a Zoom webinars license on a monthly or yearly subscription basis.

LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!



- [Using meeting summary with AI Companion](#)
- [Compare meeting and webinar features here](#)
- [15 features to enhance your Zoom experience](#)
- [Plans and pricing](#)
- [Zoom webinars](#)
- [How to videos](#)