Zoom Information for Public Events

Overview
The ease and availability of Zoom makes it an attractive option for many public events, but there are a number of procedural, technical, and security implications hosts must consider before scheduling a Zoom event. A key consideration is protecting participants from the possibility of an unwanted intrusion, or Zoombombing, during an event. This document serves as a guide for event hosts considering Zoom or alternatives to Zoom for a public event. Team members in Franklin OIT and the Franklin Office of Communications are available to provide guidance related to hosting a public event, and it is recommended that event hosts contact Franklin OIT for a consultation, technical assistance, and training.

- Does it need to be a Zoom event?
- Examples of asynchronous alternative options
- Synchronous event options
  - Recommended
  - Alternatives

Does it need to be a Zoom event?
There are a number of alternatives to synchronous Zoom Meetings that make content including guest lectures and performances available to the public (e.g., Kaltura, Zoom cloud recording, cell phone cameras). The first question to consider is, “Does it need to be a Zoom event?” For example:

- Can it be a guest lecture in class or a similar limited-audience event?
- Can it be a limited-audience event recorded for the public to view either streaming or at a later time?
- Can it be pre-recorded or documented differently?

Examples of asynchronous alternative options
Asynchronous events alleviate some of the pre-planning because content can be recorded and edited prior to publication. This allows hosts to focus on the content, not the security. Examples of asynchronous options include:

- Recorded guest lecture published to Kaltura for playback internally (e.g., eLC) or publicly via https://kaltura.uga.edu
- Pre-recorded interview published to Kaltura
- Podcast (video or audio) published to Kaltura
- Written interview or article for publication (e.g., departmental website, Franklin Chronicles, professional journal)

Synchronous event options

Recommended

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<tr>
<th>Full-Service Virtual Event Support</th>
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<tr>
<td>The Georgia Center for Continuing Education offers full-service virtual and hybrid event hosting options for event hosts.</td>
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<tr>
<td>To request a consultation and quote, please call 706-542-2654 or email <a href="mailto:sales@georgiacenter.uga.edu">sales@georgiacenter.uga.edu</a> to learn more.</td>
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<td>Services include:</td>
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<td>- Consultation with the event host(s) to provide recommendations and quotes</td>
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<td>- Multiple conferencing platforms for your event (e.g., Zoom Meeting, Zoom Webinar, Microsoft Teams, Hubilo)</td>
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<td>- Event registration services</td>
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<td>- Technical setup for events (e.g., scheduling, security settings, setting up polls and breakout sessions, conducting run-throughs or rehearsals with event hosts, panelists, and moderators)</td>
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<td>- Technical support for events, including technical moderators (in addition to your appointed subject matter expert moderators)</td>
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<td>Click here to view and share a flyer about this service offering.</td>
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Alternatives
There are some events where using a Zoom Webinar license, a Zoom Large Meeting license, or streaming an event (either live or previously recorded) is considered an appropriate or necessary alternative. Franklin College recommends the use of Zoom Webinar for public Zoom events, particularly when hosting large general audiences with interactive question and answer sessions. Information about these options and suggested settings are linked below. It is recommended that event hosts contact Franklin OIT for a consultation, technical assistance, and training.

- Zoom Webinar License
- Zoom Large Meeting License
- Suggested Settings for Large Zoom Meetings
- Streaming Zoom Meetings and Webinars
• Approved Photography and Video Vendors