Scottish Golf
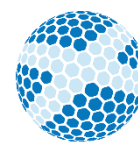
Club Support
Virtual AGM
Technical Hosting Advice

Background

As we approach the end of 2020 and the beginning of 2021, many clubs across Scotland are approaching the time of year where they would normally host their AGM. Due to the ongoing situation with COVID-19 and the restrictions on gatherings, physical AGMs are not currently possible. As a result, many clubs are now looking into the logistics of hosting an AGM virtually. One platform which is well-equipped for hosting a virtual AGM is Zoom.

This resource will provide some advice on how to run a virtual AGM using Zoom, including advice on registration, possible costs and the technical aspects of holding the AGM this way.

Zoom License

To host a webinar for your golf club, the first thing you must do is sign up for a zoom account with webinar functionality. If you already have a zoom paid account, this will simply be an add-on, or if you have no account, you will first need to sign up for zoom and then add the functionality.

Once you have an account, go into Plans and Pricing, then Zoom Video Webinar and select the add-on you require for your meeting. The process for finding out how many of your members want to attend the AGM to inform this decision will be outlined in the next section.

Zoom Webinar Pricing Structure

- Up to 100 attendees - £32 per month
- Up to 500 attendees - £112 per month
- Up to 1000 attendees – £272 per month

An important point to note about the above is that should you only need the webinar functionality for a one-off AGM, you are able to upgrade your account for one month, and then cancel when you no longer require it. Once your AGM has been hosted and you have all the

data required, you simply go into account management on zoom and select billing, then cancel the webinar subscription. This will not cancel the rest of your zoom account, only the webinar functionality.

Attendee Registration

A common experience for many golf clubs is that they have hundreds of members, but only a percentage of those members turn up to an AGM. With the zoom webinar pricing structure outlined above, an important part of the process is to try and gauge how many members will plan to attend the virtual webinar.

One way in which to manage this process is by setting up an event on Eventbrite for your members to register. Eventbrite can be accessed here - https://www.eventbrite.co.uk/.

Eventbrite is a free platform to sign up for, and there is no cost involved in running a registration process on it.

Once you have signed for an account, you should go to "Create an Event" and follow the process for setting up your AGM with all of the relevant details. A fuller explanation of how to do this is available here.

Once you have done this, you will then be able to send the link out to your members and request that those who want to attend the virtual AGM, sign up through the link. You will then be able to pull off a spreadsheet with all of the attendee date from Eventbrite by going to the attendee summary option on the back end of the event.

Once you have a finalised list of attendees, you will know what level of zoom webinar package you require to run your event. Unique invites will then be sent to each attendee via zoom and how to do this will be outlined in the next section.

Zoom Set Up

Once you have your zoom account set up, and your list of attendees, the next thing to do is to get the webinar set up and ready to go. There are some simple steps to follow to get this done:

Scheduling the Webinar
- Once in your zoom account, select webinars on the left-hand side.

- Select the required settings for your webinar, i.e. name, date, start time and duration (please note that if you set the duration for an hour and it goes beyond that, your webinar will continue so don't worry too much about it).
- Tick the Registration required box.
- Set host and panellist videos to on.
- Set Audio to both.
- Under Webinar Options, tick Q&A and Enable Practice Session

Inviting Panellists

Once you have saved the webinar settings above, you should then scroll down to the invitations tab at the bottom. You should then select edit and a pop-up box will display giving you the option to add your panellists' names and email addresses.

Ensure the box is ticked at the bottom of the pop-up which says "Send invitation to all newly added panellists immediately" and then save.

This will send an invitation to all panellists – please note that panellists should only be those that you wish to be seen on the screen during the AGM.

Inviting Attendees

To do this, you will first need to edit the spreadsheet you have pulled off from Eventbrite. You will need to have three columns only, in this order: email, first name, last name.

Once you have saved that spreadsheet, you should scroll down to invitations on your scheduled webinar page. You should then see a Manage Attendees section at the bottom and select "Import from CSV". This will allow you to upload your Eventbrite spreadsheet. You should ensure "Send invitation after importing" is ticked before uploading.

Once you have done this, all invites should be sent out to attendees, and you will be notified of any errors.

Setting up Polls (if required)

For some clubs, there may be a requirement to hold votes over the course of an AGM and zoom has the functionality to allow you to do this.

The polling feature for webinar allows you to create single-choice or multiple-choice polling questions for your webinars. You will be able to launch the poll during your webinar and gather the responses from your attendees. You also have the ability to download a report of polling after the webinar. Polls can also be conducted anonymously, if you do not wish to collect attendee information with the poll results.

Hosts and co-hosts can launch polls, but only the host is able to create new polls. Hosts and co-hosts are also not able to vote in polls themselves. When launching the poll, they can choose whether panellists are able to participate.

- Scroll down to the bottom of your scheduled webinar and select the "Polls" tab.
- Enter a title and your first question.
    - Check the Anonymous box to make keep the participant's polling information anonymous in the meeting and in the reports.
    - Select whether you want the question to be a single choice (participants can only choose one answer) or multiple-choice question (participants can choose multiple answers).
- Type in the answers to your question and click Save at the bottom.
- You can add up to 25 polls on to your webinar.

The process of using these polls during your webinar will be outlined in the next section.

Running the AGM via Zoom

Starting the Webinar

In the back end of zoom, simply go into your scheduled webinar and select "Start scheduled webinar" in the top right corner.

When scheduling the webinar, you will have set it to enable a practice session. What this means is that when the host and panellists first join, attendees will not yet be able to join. This allows you to have a quick catchup and brief with your panel before allowing attendees to join. During this period, anyone trying to join will be placed in a waiting room until you broadcast.

To start the full webinar, simply press the button which you will see as below:

You're in a practice session. Attendees cannot join until you start the webinar.   Start Webinar

Once you have pressed this, attendees will be able to join and see the panellists on the screen. You will be able to see the number of attendees at the bottom of your screen.

Recording the Webinar

Should you wish to record your webinar, simply select "Record" on the bottom bar. By doing so, your webinar will be recorded and saved following the end to your computer. Please ensure you give the webinar the time to download after your webinar and save it to your files. This may take 10 to 15 minutes depending on the length of the recording.

Using Polls (If Required)

When you are ready to launch your poll during your webinar, click polling in the host controls at the bottom of your screen.

- Click launch poll and select the poll you would like to run.
- There will be the option to "Allow panellists to vote" – you should tick this if you want your panel to have a vote.
- Once you have given your attendees the chance to vote, select "End Poll".
- You and your attendees will be able to view the results of the poll.

Ending the Webinar

To end your webinar, simply press End Meeting on the bottom right of your screen to end the session for everyone. This will end the webinar for hosts, panellists and all attendees.