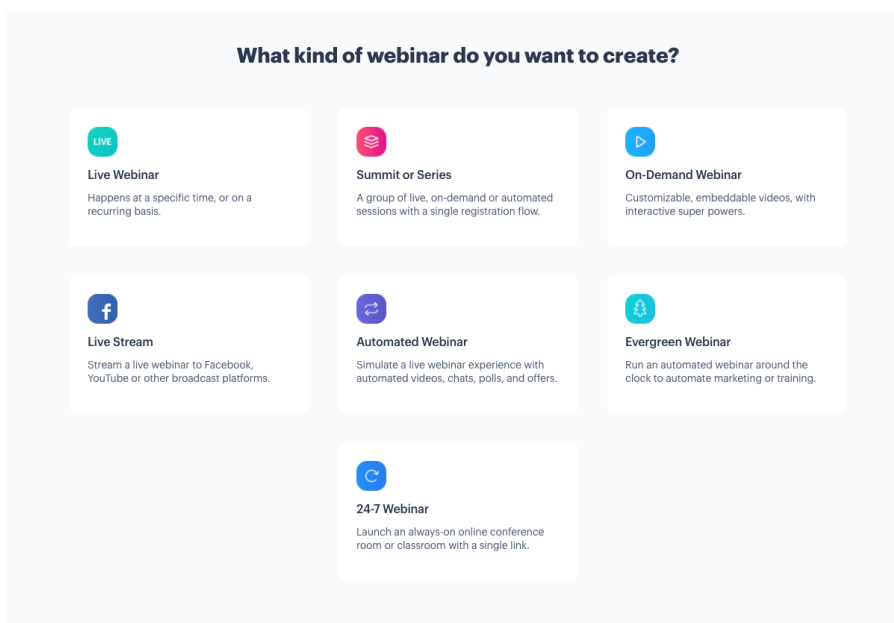


BigMarker Presenter Guide

We pride ourselves on providing an intuitive and user-friendly hosting experience for our presenters. To enter and begin hosting a webinar or virtual event, presenters will follow these steps. For additional support, contact your BigMarker Account Manager or support@bigmarker.com.

How to Create Your Live Webinar on BigMarker

Log into your BigMarker account, then press Create a Webinar on the top-right corner of the page. Select Live Webinar on the page that follows.



On the page that follows, fill in your session's title, description, date and time. Then under Live Event Experience, [choose your session's format](#).

If you are hosting more than 50 attendees, webcast mode is required. Webcasts stream on a 10-15 second delay, with greater branding and customization of the audience experience, higher video quality, and compatibility with a larger number of browsers and devices. It is best

suited for thought leadership presentations, panel discussions, and other content where the audience interacts via Chat, Q&A, Polls, and other features, but not via mic + webcam.

If you are hosting less than 50 attendees, you can consider using **Interactive Mode**. Interactive webinars are real-time events best suited for meetings and town-halls, where audience members participate with mics + webcams actively. Presenters and attendees will both see the default webinar room, and there is no delay, allowing for seamless audience participation.

Schedule a Live Webinar

Cancel>Create Webinar

Title

Top Ten Marketing Tactics of 202133/110

Hosted By

Kathleen's Channel

About Webinar

The description will be used on the webinar landing page and in email invitations.

Add Agenda

When?

One timeon03/22/2021at10:30AMfor1 hour

Central Time (US & Canada) - [Change](#)

Live Event Experience

InteractiveWebcast

Webcasts stream on a 10-15 second delay, with greater branding and customization of the audience experience, higher video quality, and compatibility with a larger number of browsers and devices. It is best suited for thought leadership presentations, panel discussions, and other content where the audience interacts via Chat, Q&A, Polls, and other features, but not via mic + webcam.

Privacy

PublicPrivate

Create Webinar

Cancel

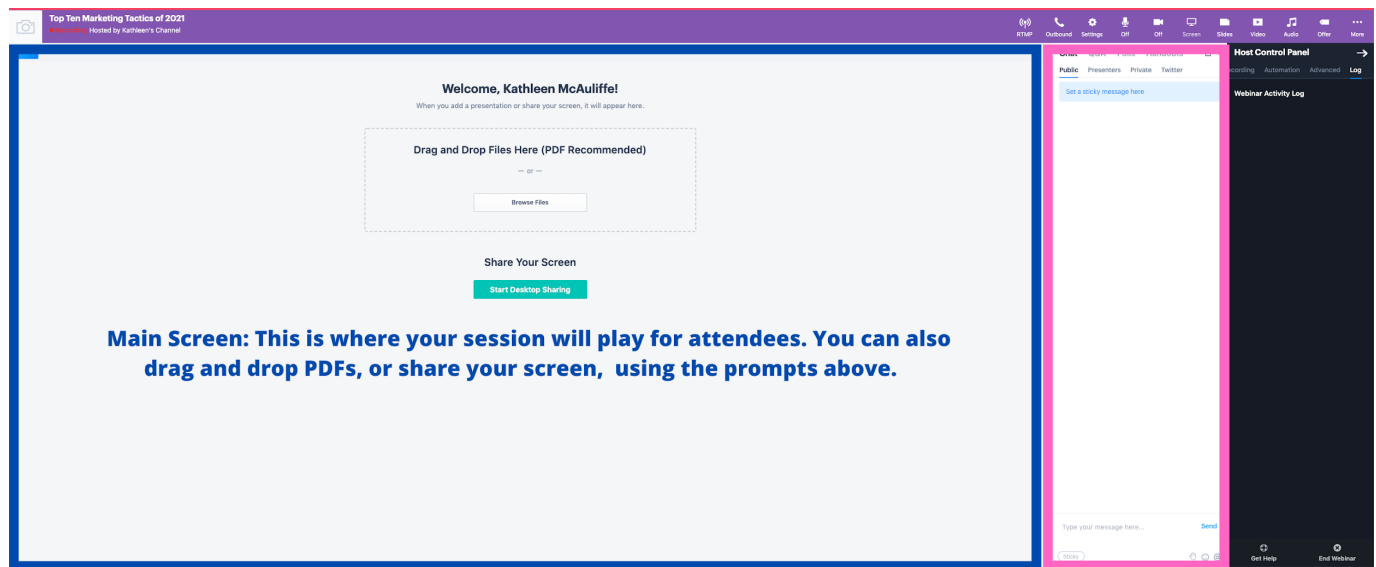
How It Works: Live Webinars

Live webinars are scheduled for a specific date/time, or with multiple sessions offered on a recurring basis.

Presenter Privileges on BigMarker

Event organizers can allow or deny presenters a range of privileges on the BigMarker platform, which impacts the presenter's ability to adjust settings within the webinar room, as well as the page hosting their session. They can designate presenters as Admins, Hosts or Presenters on the BigMarker channel hosting that session. Learn more about each of these roles, and the access allowed to each one, [here](#).

What does the Webinar Room Look Like?



Chat Panel: Attendees and presenters interact with each other via public and private chat messages, Q&As, polls and handouts.

Host Control Panel: Hosts and presenters can activate interactive features and adjust attendee, admin and presenter mics and cameras.

Multimedia Panel: Presenters can share their media using the icons in the top right corner of the screen.

How Can I Prepare For My Session?

Most technical issues experienced on BigMarker stem from failing to meet our system requirements. So before your session, please review our requirements, including the following:

- **Minimum Internet connection speed:** 10 MPBS download/10 MBPS upload
- **Browser and device requirements:** Use Chrome or Firefox on a desktop or laptop.
(Note: We do not recommend presenting on an iPad as you will not be able to hear multiple speakers.)
- **VPNs and Corporate Firewalls:** Disable any corporate firewalls or corporate VPNs, as these can clock audio/video streams and cause presentation lags.
- **Background apps:** Close out any other video apps, including Skype, Zoom and Microsoft Teams, as these will leech audio and video capabilities from BigMarker.
- **Headphones:** Use headphones or AirPods to minimize audio feedback and static.

Test, Test, Test!

To minimize the risk of technical difficulties and presentation delays, we recommend scheduling a test session of the platform at least one day **BEFORE** your webinar. To conduct a practice session, log into your webinar, select the Manage Webinar tab, then the Practice Webinar just below the webinar name. This opens a separate webinar room in which you and other presenters can rehearse, trigger interactive features and more.

The screenshot shows the 'Manage Webinar' interface in the BigMarker platform. At the top, there's a navigation bar with tabs: Edit, Presenters, Design, Emails & Invitations, **Manage Webinar**, Automation, and Integrations. A 'View Landing Page' button is on the right. On the left is a sidebar menu under the 'WEBINAR' heading, listing various management options like Dashboard, Analytics & Reporting, Test the Webinar Room, Manage Webinar Registrations, Custom Registration Fields, SEO/Social Sharing Tags, Confirmation Page, Waiting Room, Push Notifications, Transcript, Chat Spam Protection, Geo-Fencing, Block List, Webinar Survey, Attendance Monitor, Lucky Draw, AD Banner, Disclaimer, Breakout Rooms, and Immersive Booth (Admin Only). The main content area displays the webinar title 'Top Ten Marketing Tactics of 2021' with a 'Live Webinar' status and scheduled time 'Tuesday, March 30, 2021 - 11:00 AM CDT'. Below this are buttons for 'Share Link', 'Copy Webinar', 'Practice Webinar', and a 'More' dropdown. A 'Webinar Stats' section shows four metrics: Registrants (0, +0% this week), Revenue (\$0.00, ticket price: \$5.00), Page Views (2, unique visitors), and Invited (0, No invites sent yet). A 'View Analytics' link is to the right. The 'Webinar Setup' section includes a 'Landing Page' (with a 'Customize' link) and a 'Registration Form' (with a 'Customize' link). The registration form lists required fields: Full name, Email address, Job Title, and GDPR fields.

Event organizers can also schedule separate practice sessions with individual presenters [using these steps](#). The presenter will enter a separate webinar room using a link sent to their email. The event organizers and/or the BigMarker team can join the session and provide one-on-one assistance with the platform at this time. (We recommend running through each of the platform's sharing and engagement features, audience permissions and controls.)

How To Access Your Webinar or Virtual Event Session

Presenters can access the BigMarker platform through a personalized link sent via a reminder email, or by logging into their BigMarker account and navigating to their session. All presenters can enter the session room 60 minutes before their scheduled start time.

Presenter Reminder

Top Ten Marketing Tactics of 2021

Thursday, September 10, 2020 · 01:00:00 PM · Central Time (US & Canada)

GET READY TO PRESENT

Hi,

This is a reminder that the webinar starts in less than 24 hours: Thursday, September 10, 2020 · 01:00:00 PM · Central Time (US & Canada). Please make sure you're ready to present!

System Requirements:

- Browser: Chrome or Firefox (Up to date)
- Internet: Consistent, high-speed, 10Mbps+
- Firewalls: None that block webinars
- Video Apps: None open (e.g., Skype)

Link

https://www.bigmarker.com/conferences/958a9048191d/presenter_content/from_presenter_reminder?bmid=ec1eb5985f86

Date


Thursday, September 10, 2020 · 01:00:00 PM · Central Time (US & Canada)

Enter the Live Session from the Presenter Dashboard

Upon logging into the session room, hosts will undergo a system check to ensure they're using the correct browsers, microphone/camera and hardware, and that their internet connection is fast enough to facilitate streaming and screen sharing. We recommend an internet connection of 10+mbps.

Top Ten Marketing Tactics of 2021

Live Webinar Thursday, September 10, 2020 · 12:00 PM CDT · Webinar ID: 958a9048191d



The webinar is open for presenters




The attendee waiting room will open at 11:45 am, and the webinar is scheduled to begin at 12:00 pm.

Enter Webinar

Get Ready to Present

System Check Passed

For best results, restart your computer and make sure you have an updated Chrome or Firefox web browser.

-  High internet speed
36.33 mbps download, 10.79 mbps upload - looks good!
-  Operating System
Mac OS X - looks good!
-  Chrome browser up to date
Chrome v.85.0.4183.83 - looks good!

Booth Meeting Spaces

Equipment Check

For best results, make sure any other video applications (e.g., Skype) are closed so they're not using your device's equipment.

Speakers	Test Speakers
Microphone	Test Microphone
Webcam	Test Webcam

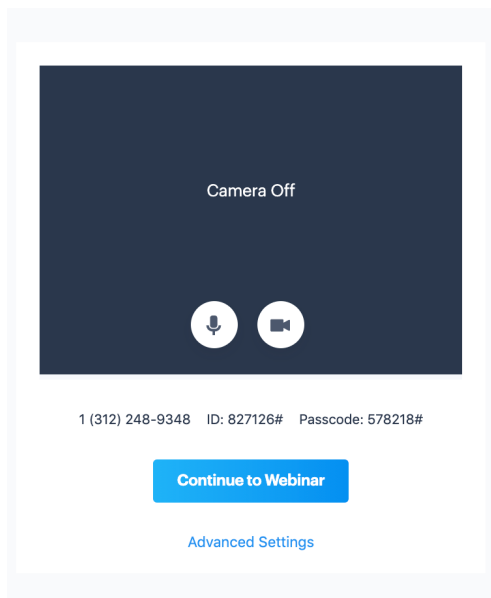
Enter the Live Session

To proceed, click the “Enter Webinar” button.

Enable Camera and Microphone

After passing the systems check, choose your audio source: either presenter dial-in or their computer microphone, speakers and webcam. Here, you can test your audio and video. You’ll be prompted to do so via one of two pop-up flows. (Note: If you are an admin, you can choose your desired pop-up flow [with these steps](#).)

One-Step Pop-Up Flow:



Two-Step Pop-Up Flow:

The image shows a two-step pop-up flow for audio options. The first step, titled "Please Choose an Audio Option", offers two choices: "Telephone Audio" (dial-in via phone) and "Computer Audio" (use computer mic, speakers, and webcam). The second step, titled "Test Your Audio & Video", shows the "Dial-in Audio" option selected. It displays dial-in details (Dial: 1 (312) 248-9348, ID Number: 872760#, Passcode: 581704#) and network test results (Download: 31.71 Mbps, Upload: 12.23 Mbps). A "Webcam Off" toggle is visible, and a "Continue To Webinar" button is in the top right corner.

Please Choose an Audio Option

Telephone Audio
Dial-in to talk and listen via phone
[Join by Phone](#)

Computer Audio
Use your computer mic, speakers, and webcam
[Join by Computer](#)

Test Your Audio & Video [Continue To Webinar →](#)

Join Audio
[Computer Audio](#) [Dial-in Audio](#)

Waiting for your dial-in...

Dial: 1 (312) 248-9348
ID Number: 872760#
Passcode: 581704#

Network Test
DOWNLOAD UPLOAD
31.71 Mbps 12.23 Mbps

Webcam Off

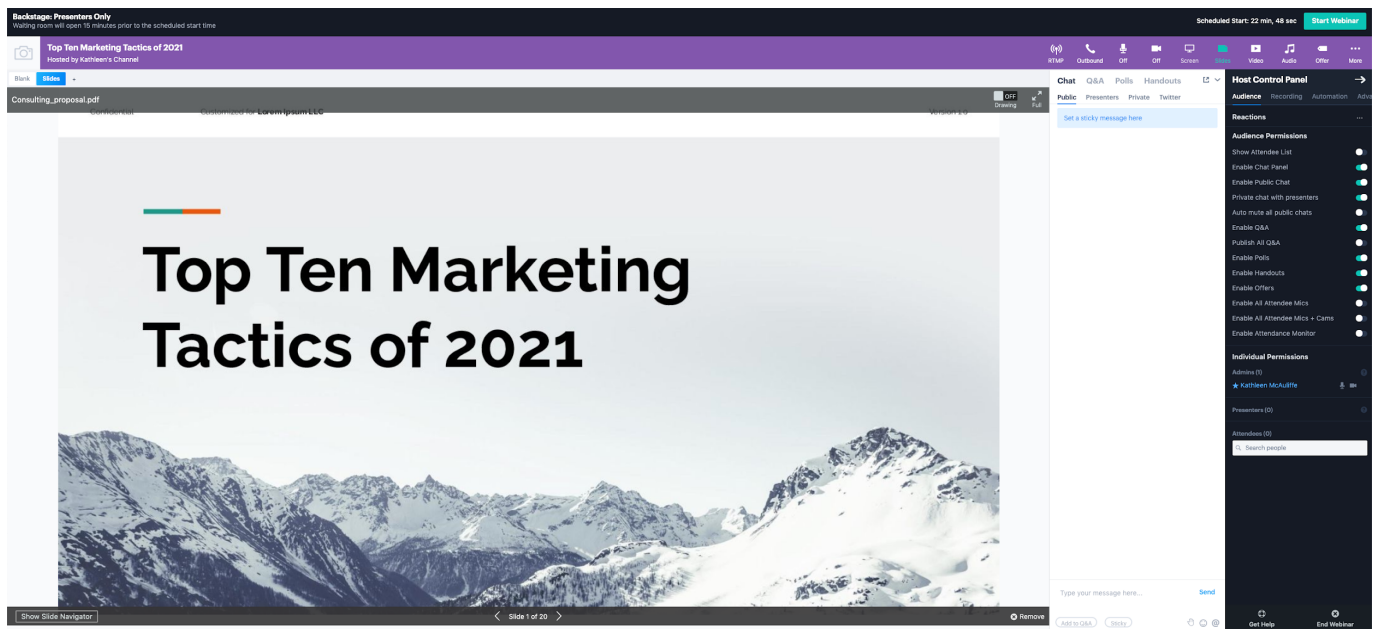
QUALITY ▾ FILTERS ▾
BACKGROUND ▾

Having trouble getting your audio & video equipment to work? Try our [Troubleshooting Guide](#).

Practice in a “backstage” host-only setting.

Once you’ve tested their audio and video capabilities, you’ll proceed to the “backstage” of their session, where you can practice your presentation, load any content and test their webcam/microphone in a “green room” setting. This room is open to presenters and admins only, as indicated by the black bar on the top of the screen.

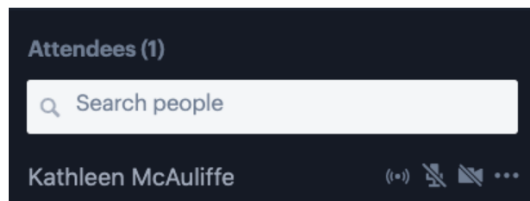
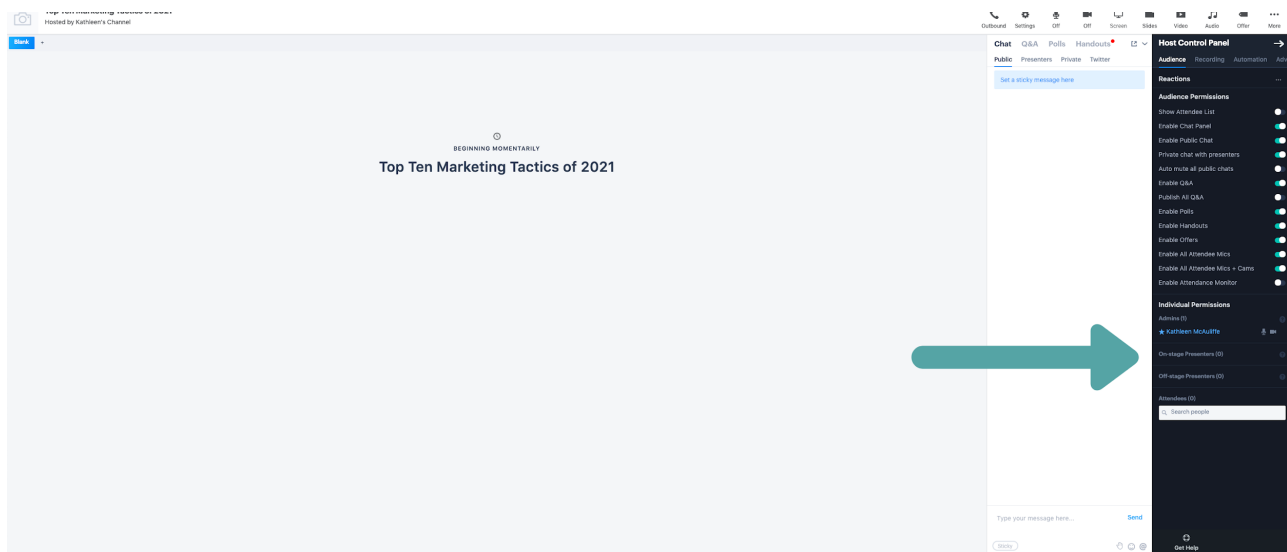
The backstage is available one hours before the session begins, and a running countdown until your scheduled start time is visible on the top right-hand corner of the screen.



Manually enable attendee entry or let the countdown clock run down to the session's start time.

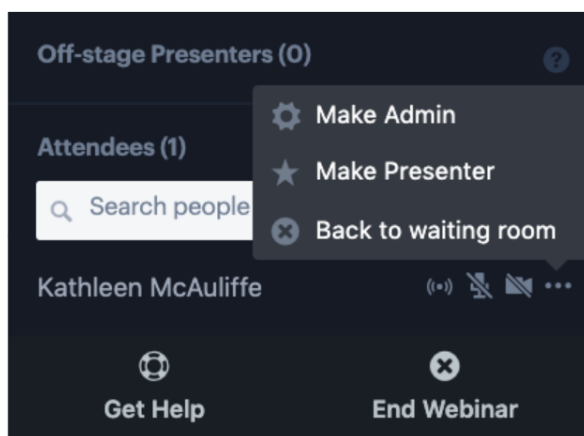
You can manually allow attendees into the session room before their scheduled start time by pressing the blue "Start Webinar" button. They will then be prompted to confirm that they're ready for attendees to access the session, then select "Yes, let them in!" to begin their session.

You can also let individual attendees into the webinar room from the waiting room by pressing the hourglass icon next to the person's name within the Admin Control Panel, the black box on the right-hand side of the screen.



To make the attendee an admin or presenter of the session, click the three horizontal dots next to the camera icon, then select **Make Admin** or **Make Presenter**.

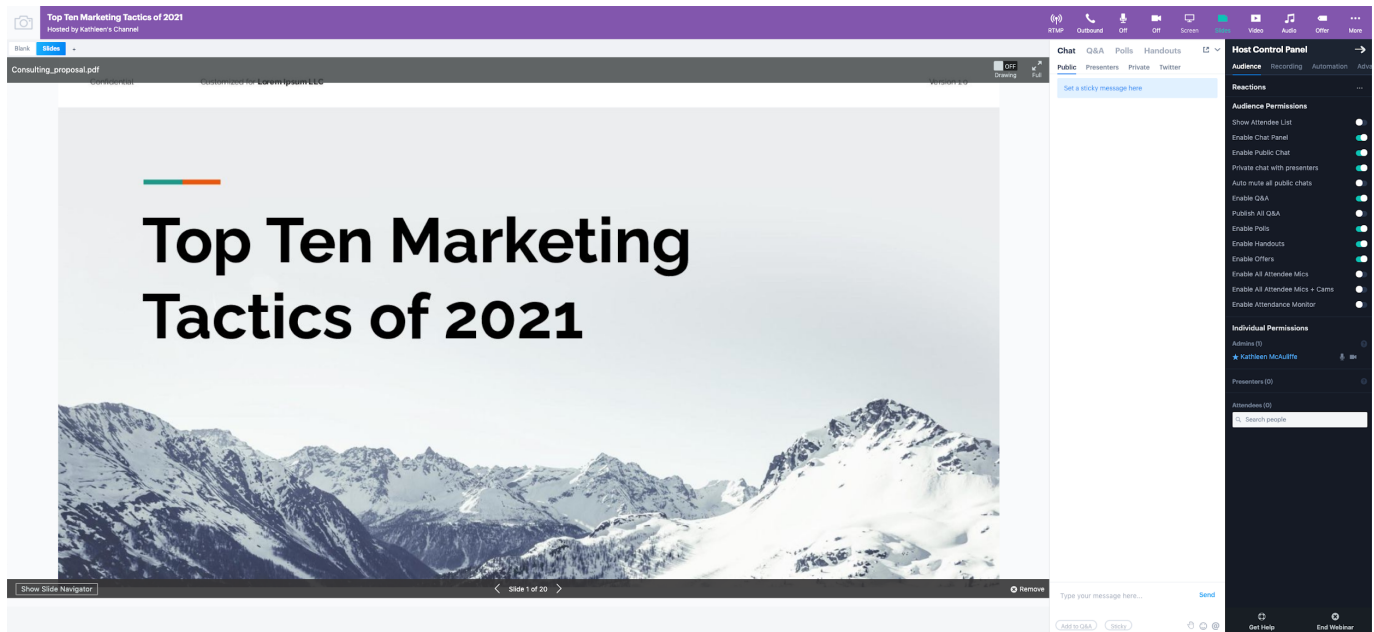
To send the attendee back to the waiting room, select **Back to Waiting Room**. (This is most useful if you want to speak with one attendee at a time.)



Alternatively, you can wait for their scheduled start time. As the time approaches, you will see a bar at the top of the screen, which changes color as it alerts you that the session is going live.

This is a live countdown. You'll be notified when the session is officially live and attendees are able to enter the session room.

NOTE: Once attendees enter the session room, anything that the presenters share will be visible/heard by the audience. We highly recommend testing microphones, cameras and presentations before entering the session room.



Meanwhile, attendees wait in the Waiting Room before the session's scheduled start time, then enter automatically.

If attendees enter the session before the presenter has opened the session room, they proceed to the Waiting Room. They enter the session room automatically when the presenter allows entry or the session's scheduled start time arrives. The waiting room can open for attendees 15 to 30 minutes before the session's start time.

Hosts can customize this page with their logo and colors, and also add a background video and countdown clock.



The webinar will begin momentarily...

0 days: 00 hours: 26 minutes: 54 seconds

Onstage v. off-stage presenters

During a BigMarker webinar or virtual event session, hosts can bring presenters on- or offstage in the webinar room, giving presenters different sharing privileges within the webinar room.

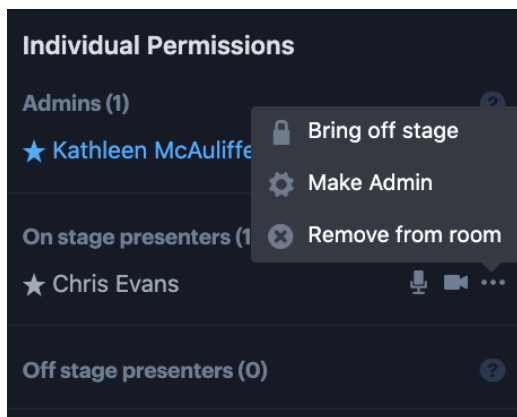
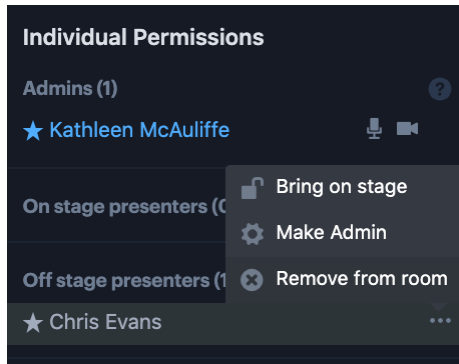
- **On-stage presenters** "have the floor" and can share their microphone, webcam, screen, files and multimedia with the audience.
- **Offstage presenters** are essentially muted and cannot access the presenter features (such as enabling their screen for screen-sharing, switching the slides, sharing their camera, etc) and maintain an audience view until they are manually brought onstage by a host.

How to Bring Presenters On- and Offstage

At any time during the session, hosts can see which presenters are on- and offstage by checking the Host Control Panel, the black box located just right of the video playback. Within Individual Permissions, onstage and offstage presenters are listed under their respective labels.

To bring a presenter on- or offstage, hosts can click the three horizontal buttons next to that presenter's webcam and microphone icons. In the menu that appears, choose Bring on stage or Bring off stage.

When the presenter is brought back onstage, admins can turn on their mic or camera with one click.



How to Adjust Default On/Offstage Settings

By default, **all presenters are onstage** at the beginning of their session on BigMarker. To change these settings before your session begins, log into your webinar and select the Edit tab.

Edit
Presenters
Design
Emails & Invitations
Manage Webinar
Automation
Integrations
Cancel
Save Changes

EDIT WEBINAR
Webinar Details
Webinar Size
Sell Tickets
Privacy
LIVE WEBINAR ONLY
Chat and Q&A
Dial-in
Advanced Settings
Delete

Webinar Details

Tell people about your webinar to get them excited about attending.

Webinar Title*
Top Ten Marketing Tactics of 2021
33/110
Short, unique, and compelling titles work best. [Edit webinar URL](#)

Hosted By
Kathleen's Channel
Webinars can be hosted by you or a channel.

Webinar Format
Live Webinar

When?
10/27/2020
at 10 : 30 AM
for 1 hour
Time zone: Central Time (US & Canada) - [Change](#)

Display Time in
Attendee's Local TimeZone
By default, the webinar landing page will display the start time in a visitor's local time zone, with the option to display the start time in a different time zone.

Select Advanced Settings in the left-hand menu, then scroll to Default presenters on/off stages. By default, this is turned on. To bring presenters offstage at the beginning of the session, select Off Stage and click Save Changes to complete.

Edit
Presenters
Design
Emails & Invitations
Manage Webinar
Automation
Integrations
Cancel
Save Changes

EDIT WEBINAR
Webinar Details
Webinar Size
Sell Tickets
Privacy
LIVE WEBINAR ONLY
Chat and Q&A
Dial-in
Advanced Settings
Delete

Default presenters on/off stage

☒ On Stage
☐ Off Stage

New chat notification sound

☐ Turn On
☒ Turn Off

New private chat notification sound

☐ Turn On
☒ Turn Off

Mute microphone when playing video

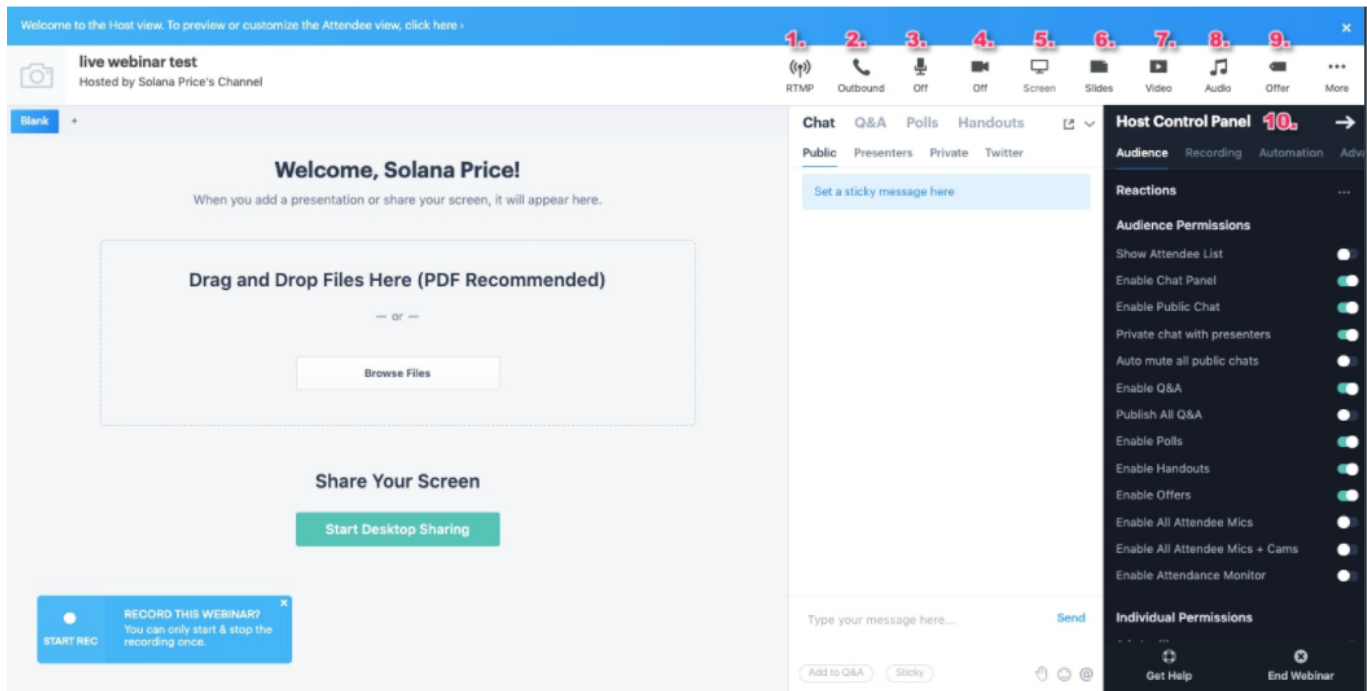
☐ Enable
☒ Disable

Learn more about onstage and off-stage presenters [here](#).

How can presenters share media during sessions?

Page 13 of 24

Below is the host view of a live webinar room. Presenters can use the numbered icons to share various media during their session. (Note: Presenters can pre-upload content to the webinar room [following these steps](#).)



1. **RTMP**: Clicking here will give you the URL and Key to stream RTMP into the webinar.
2. **Outbound**: Clicking here will provide you with the URL to your webinar as well as the presenter Dial-In information if a presenter needs to call in via phone.
3. **Microphone**: Clicking here will give you the ability to turn on and off your microphone at any point during the webinar.
4. **Webcam**: Clicking here will give you the ability to turn on and off your webcam at any point during the webinar.
5. **Screen Sharing**: Clicking here will give you the ability to share your screen with the attendees and other presenters.
6. **Presentation Slides**: The ability to share uploaded presentation slides with your audience; PDF is the strongly recommended format.

7. **Video Sharing:** Clicking here will give you the ability to upload YouTube links or MP4s to be shared during your webinar.

8. **Audio:** Clicking here will give you the ability to share and upload any MP3s with your webinar.

9. **Pop-Up Offers:** Pop-up Offers are calls to action to get your audience to the next step, like subscribing to your newsletter or buying your e-Book. Clicking here allows you to send offers out to your audience.

10. **Host Control Panel:** In this panel, you will find many host-specific customizations and capabilities which can be utilized throughout the webinar, including Chat, Q&A, Polls and Handouts. To activate these features, toggle their respective buttons “on” in the Host Control Panel.

Once they are activated, presenters will be able to interact with attendees in the Chat Panel, the white box located just left of the Host Control Panel through a chat and other features, including polls, Q&As, sticky messages, offers and handouts.

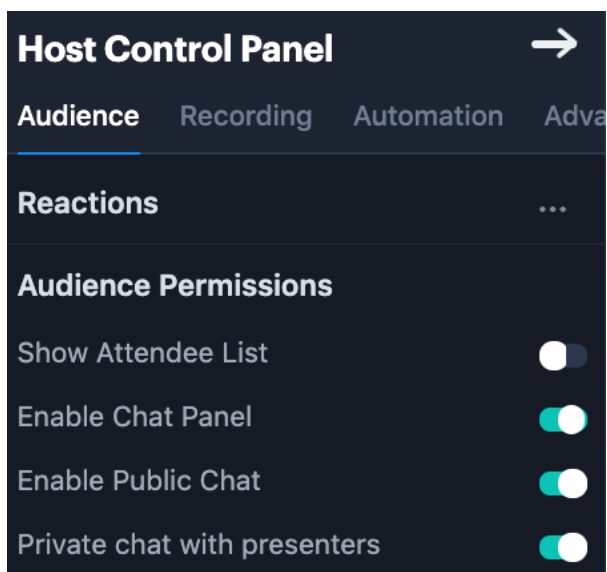
Presenters will be alerted to incoming chat and Q&A questions by red notification dot, which will appear next to its respective tab in the Chat panel. Notifications are visible only to the presenters and any admin on the channel.

Learn how to create each of these features below:

Enable Public Chat

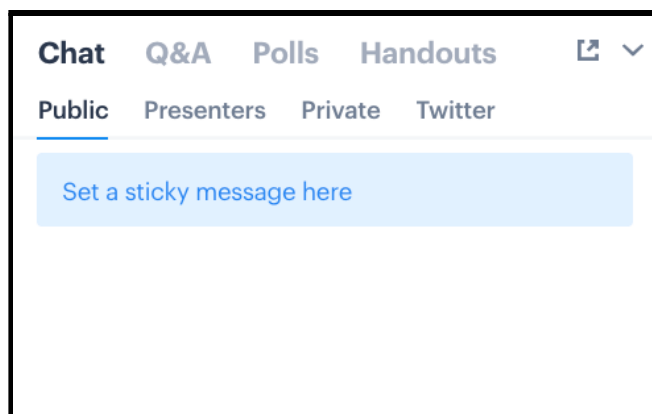
In the Chat tab, your attendees can submit questions for the presenters and discuss among themselves. If you enable Public Chat, attendees can ask questions throughout the presentation, comment and interact with each other in real time. If you turn off Public Chat, only hosts and presenters will be able to use chat to send information to attendees. You can adjust these settings in the Host Control Panel under Enable Public Chat.

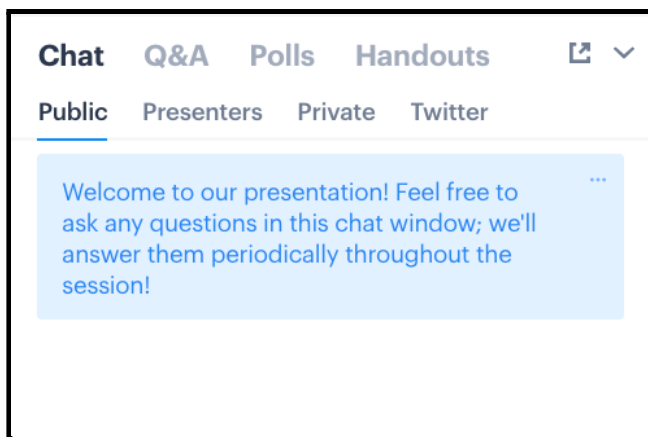
You can also allow attendees to send you private chat messages by selecting Private chat with presenters.



Sticky Messages

Sticky messages are “pinned” to the top of the attendee chat window, making them useful for providing logistical instructions and housekeeping notes. Begin by clicking anywhere within the blue box within your chat window, then type your Sticky Message in the blue text box that appears below. Once completed, the message will appear as a permanent message in the top of each attendee’s interactive panel.



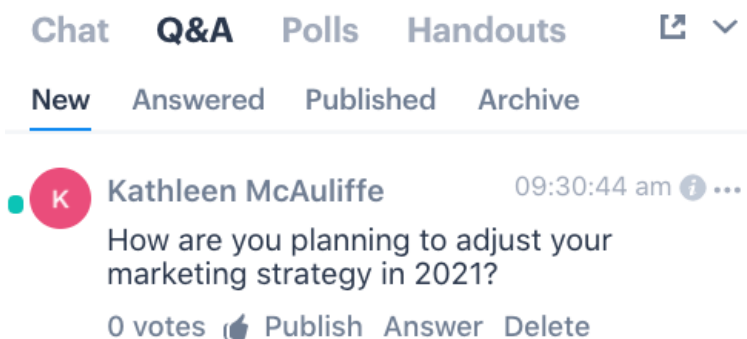


Adding Q&As

Presenters can use Q&As to spark additional conversation and interaction among their attendees, which promotes engagement and enables hosts to glean further insights about their audience. Q&As appear in the attendee's interactive panel under the Q&A tab, where they can submit answers throughout the presentation. To create a Q&A, select the Q&A tab, enter your question in the chat below, then press Send.

How are you planning to adjust your marketing strategy in 2021? | [Send](#)

This question will then appear within the attendee's chat box, on the top of the Q&A tab. Guests submit their answers within the chat.



Attendees can also submit questions themselves within this space, which are visible only to the presenter. However, the presenter can choose to publish user-generated questions by pressing

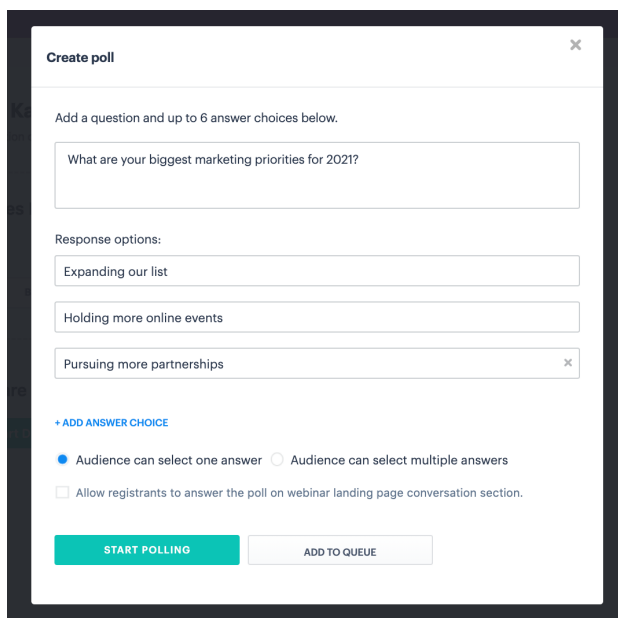
Publish underneath the question. Once published, questions are visible to all attendees and attendees may upvote questions as well.

Adding Polls



Polls are an excellent way to check audience comprehension or learn more about their marketing needs and goals. Poll questions appear as full-screen pop-ups on your attendee's screen, and attendees are required to submit answers before continuing to the rest of the event.

To create a poll, select the Polls tab, then click **New Poll**. Type your question and answer choices in the pop up that appears, then decide whether attendees can pick one answer choice or multiple. You can also display this poll on your webinar's landing page.

Press **Start Polling** to publish the poll to your webinar immediately. If you want to begin polling later in your presentation, select Add to Queue instead.

A screenshot of a 'Create poll' dialog box. At the top, it says 'Create poll' with a close button (X). Below that, it says 'Add a question and up to 6 answer choices below.' There is a text input field containing the question 'What are your biggest marketing priorities for 2021?'. Underneath, it says 'Response options:' followed by three text input fields containing 'Expanding our list', 'Holding more online events', and 'Pursuing more partnerships'. Below these is a link '+ ADD ANSWER CHOICE'. Then, there are two radio button options: 'Audience can select one answer' (which is selected) and 'Audience can select multiple answers'. Below that is a checkbox labeled 'Allow registrants to answer the poll on webinar landing page conversation section.' At the bottom, there are two buttons: 'START POLLING' (in green) and 'ADD TO QUEUE' (in grey).

Once your poll is published, it will pop up on an attendee's screen for them to answer, and you can access the responses of currently open and closed polls within their respective tabs on the admin panel. If you want to end polling before the conclusion of your presentation, click Close Poll.

Chat **Q&A** **Polls** Handouts  



Queue **Open** Closed

What are your biggest marketing priorities for 2021?

- a. Expanding our list 0 (0%)
- b. Holding more online events 0 (0%)
- c. Pursuing more partnerships 0 (0%)

[Close Poll](#) | [Back to queue](#) | [Delete](#) 0 Responses

If you placed your poll in a queue, you can manually start polling at any point during your presentation. Return to the Polls tab, then select **Queue**. Here you'll find a list of all polls in your queue. Find the poll you'd like to open, then click Start Polling. You can also edit the question and answer choices, or delete it, before publishing.

Chat **Q&A** **Polls** Handouts  

Queue Open Closed

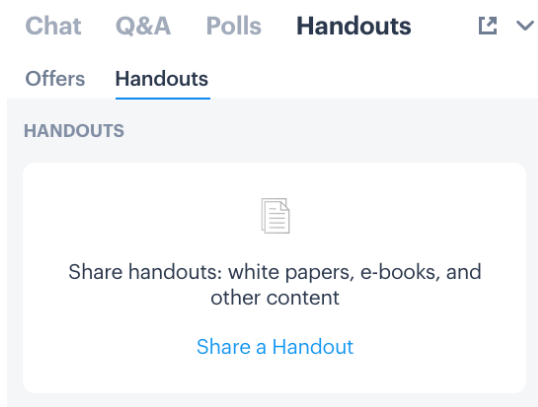
Do you plan to host virtual events in 2021?

- a. Yes
- b. No

[Start Polling](#) | [Edit](#) | [Delete](#)

Adding Handouts

Presenters can also distribute downloadable handouts that condense the message of their session into a take-home outline, which eases comprehension and can also inspire attendees to follow up. To create a handout or offer, select the Handouts tab in the interactive panel. Under Handouts, click **Share a Handout**.



Upload your handout in the box that appears.

Upload a handout ✕

Share a File

Share a Link

↓

Drag & Drop Files Here
Limit 100MB

Browse Files

Handout Name

Please enter the handout name

Handout Icon

Choose File

No file chosen

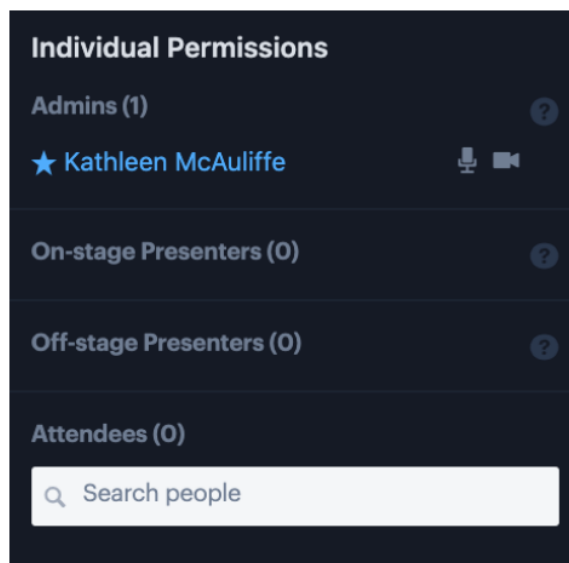
Upload

Attendees can choose to preview or download any handouts you've uploaded to this section.

How to Control Attendee Cameras and Mics

On BigMarker, presenters can selectively turn the camera and microphones of individual audience members on and off, which facilitates smoother Q&A sessions and further involves the crowd, while allowing hosts to maintain control of their programming.

Toward the bottom of the Host Control Panel is **Individual Permissions**. Under Individual Permissions is a list of all the admins, on- and off-stage presenters and attendees that are currently in the webinar room. If your attendee's name isn't visible, search their name in the bar below Attendees to manage their mic and camera.



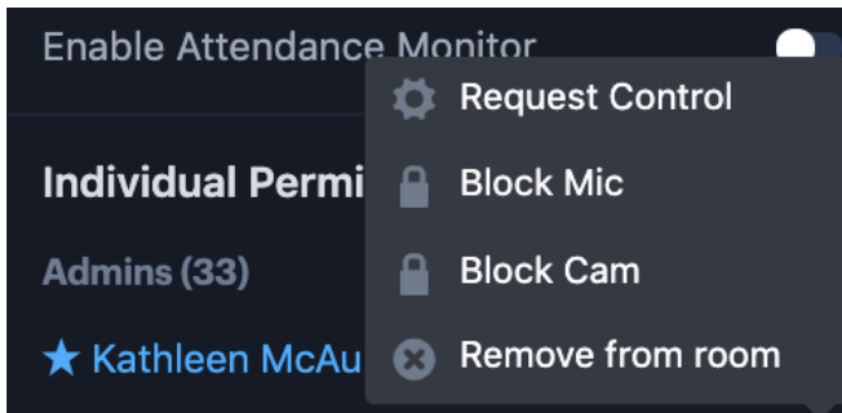
Once you've selected the attendee, click the three vertical dots to the right of the person's name. From there, choose between the four functions shown below.

To turn on their camera and/or microphone, select **Request Control**. A pop-up will appear on the attendee's screen, asking him or her to grant you access to their mic and camera. If they approve, you'll then be able to turn their microphone and camera on or off by pressing the microphone and camera icons next to their name in the Attendee List.

(Note: This feature is only available for attendees who have already turned on their cameras. If the attendee hasn't turned on their camera during the session, you cannot request access to it.)

To block a participant's mic and/or camera, select the respective two prompts below.

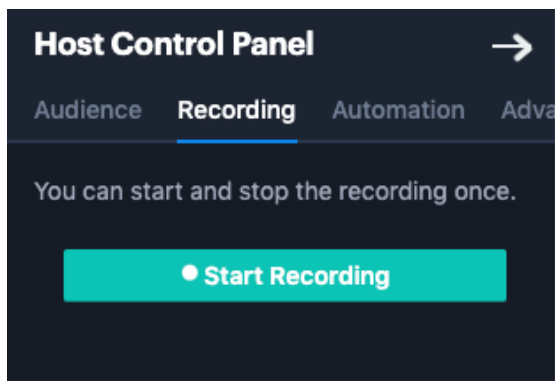
To remove the guest from the room, select **Remove from room**.



How Can I Record My Session?

Locate the Host Control Panel and select the **Recording** tab. Select Start Recording to begin your recording. The button will turn red and read “Stop Recording” once the recording has initiated. Press this button again to stop the recording.

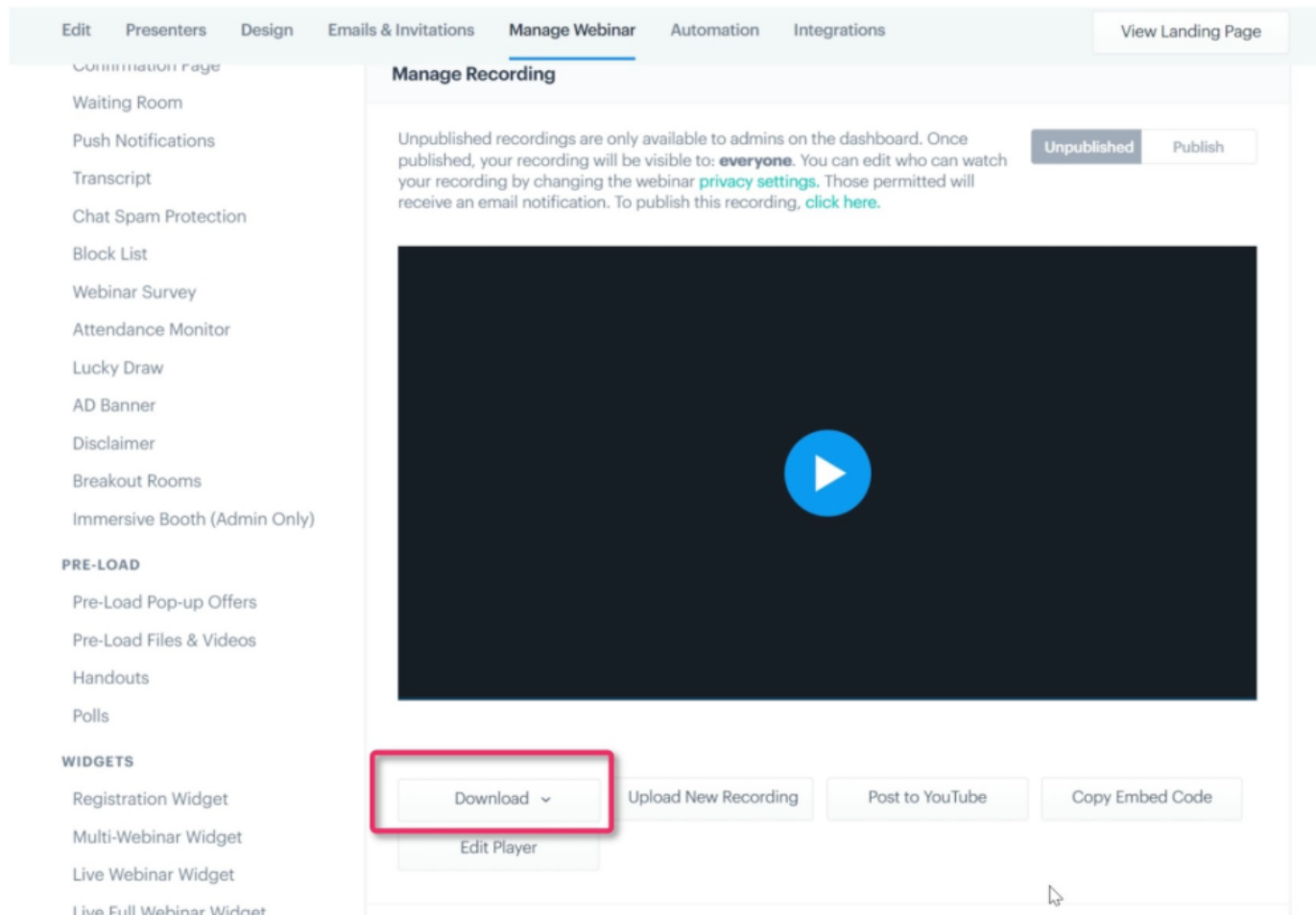
(Note: Recordings can only be started and stopped once during a session.)



A recording will be available about 2-3 hours after the completion of your webinar—you will receive an email notification when the recording is ready to download. To find your recording, log into your webinar and select the Manage Webinar tab. The recording will feature in the center of the display below.

Select the Download button, located just below the video player, to download an mp4 file of the recording. To publish this video to your channel, and make it visible to everyone who can

see your channel, toggle the Publish button located just above the video player. (Note that you can also publish this video to Youtube using the button just below the player.)



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