BigMarker

Introduction to BigMarker's Webinar Studio

On the **BigMarker Webinar Studio**, hosts can create and stream professionally produced live talks, presentations and interviews more easily than ever, right from their own browsers. In this intuitive, browser-based production studio, hosts can easily adjust the layout of their stream with multiple formats and sizes—and add captions to provide context and ease comprehension for viewers.

Besides the format, hosts can also customize the stream with their own backgrounds, logos and overlay to create a fully branded and aesthetically pleasing viewing experience. The Webinar Studio includes the same engagement and activation features as our other webinar products, including polls, Q&As and Offers to encourage conversion.

The Webinar Studio contains two access levels—producer and presenter mode—that allow hosts different sharing capabilities and editor control within the live session. Producers act as moderators for the session, while also changing the layout and appearance of the session. Presenters can share content and their cameras but can't change the appearance or structure of the webinar room.

Note that presenters can only enter the Studio through the webinar dashboard, so hosts will need to give each presenter permission to manage the webinar page when adding them to the session (e.g., check "can manage webinar page" in their presenter profile.)

The Webinar Studio is currently available for live webinar and virtual event sessions only. Learn more about creating and executing presentations in the webinar studio below:

Webinar Studio Overview

Below is the host's view of the webinar studio. The interface is split into three main panels.

On the far left is the Control Panel, where hosts can customize and design their stream, adjust audience permission and add automated elements to the stream.

In the center is the Content Stream. Hosts can add videos, whiteboards, slides, and audio to the stream using the icons at the bottom of the panel. During the stream, the ongoing presentation plays in the gray center of the screen. This is what the audience sees at any moment.

On the right side of the studio is the Interactive Panel. Here, attendees can interact with one another and with presenters via a chat room, Q&A panel. Hosts can also administer polls and handouts for marketing purposes and lead generation in this panel.

On the top right corner of the studio are some administrative controls, including the record button. Here, hosts can start and stop the recording of the session. They can also see the number of live viewers next to the Live button.
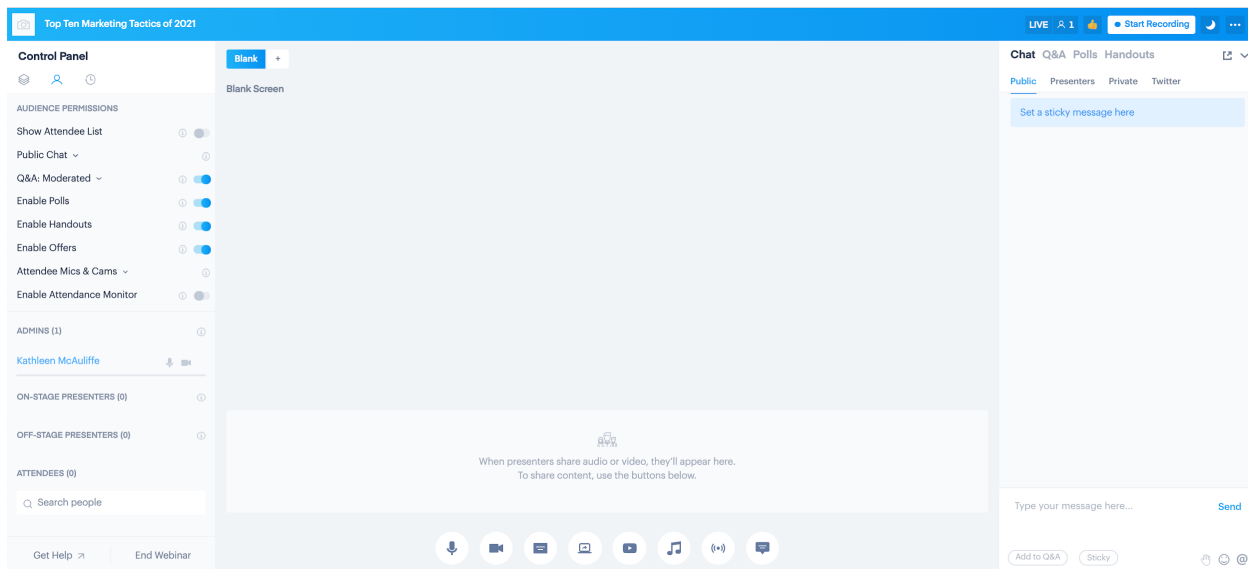
How to Create the Webinar Studio

The webinar studio is offered as another hosting option within the live webinar framework on BigMarker. This means that to create the webinar studio, you'll follow the same steps as you would to create a live webinar. Starting on your BigMarker homepage, click the Create a Webinar button. From the options that appear, choose to create a Live Webinar.
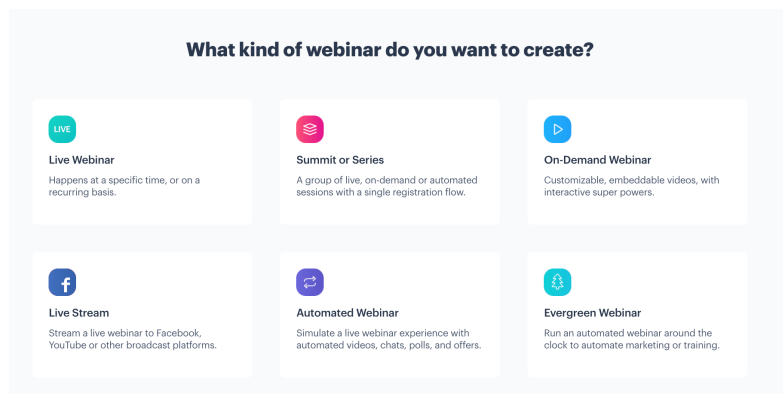
Once you've entered your session's name, time and details, you'll proceed to your webinar dashboard. One hour before your sessions begins, you can choose to enter the webinar studio or the standard webinar room. To enter the webinar studio, navigate to the Manage Webinar tab, then select **Enter Webinar Studio**, located in the blue ribbon on the top of the page.

From there, you will proceed to the host interface pictured previously. Attendees will enter the webinar studio in the same way they would access a standard live webinar on BigMarker: Pre-registered attendees will receive an access link via email shortly before the session begins.

Next, we'll walk through the functionalities of the webinar studio—and how to build them on the platform.

Control Panel and Customization Features

The Control Panel is on the left-hand side of the host interface—and it is split into three tabs: Customization, Audience Permissions and Automation, each of which are covered below.

How do I know what my audience is seeing throughout the presentation?

Under the Control Panel is a square titled Attendee View. This displays the attendee's view of the presentation at all times. It's especially important to check this preview when you're sharing any videos or slide decks to confirm that your presentation elements are visible to your guests.

Control Panel

AUDIENCE VIEW
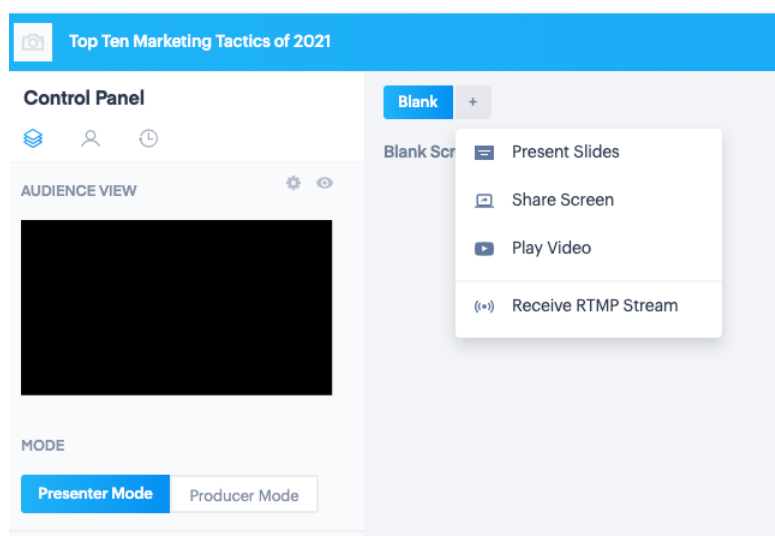
MODE

Presenter Mode | Producer Mode
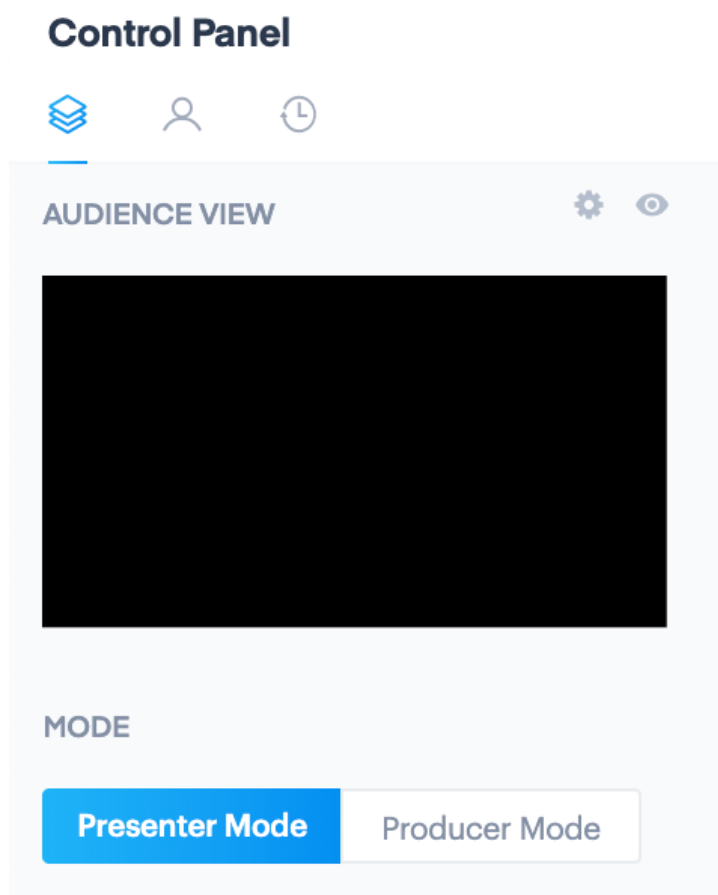
What is the difference between Presenter & Producer Modes?

The Webinar Studio contains two access levels—**producer and presenter mode**—that allow hosts different sharing capabilities and editor control within the live session. Producers act as moderators for the session, while also changing the layout and appearance of the session. Presenters can share content and their cameras but can't change the appearance or structure of the studio room.

How do I switch between Presenter and Producer mode?

Under Mode, toggle between Presenter and Producer.

How do I change the layout of streaming elements?

Under Layouts, choose between several arrangements, as shown below. Using these arrangements, the presenter and moderator screens, host screens and the presentation can split into different orientations on screen.
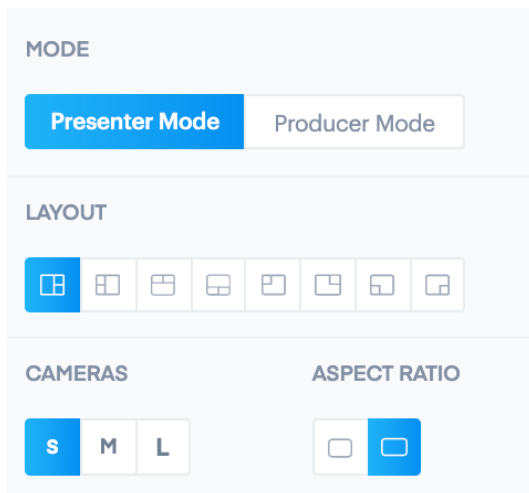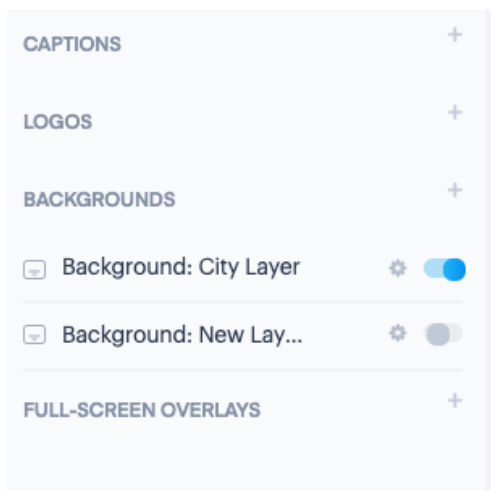
How can I change the aspect ratio of my stream?

Under Cameras and Aspect Ratio, change each of these features. Under Aspect Ratio, choose between 4:3 and 16:9.
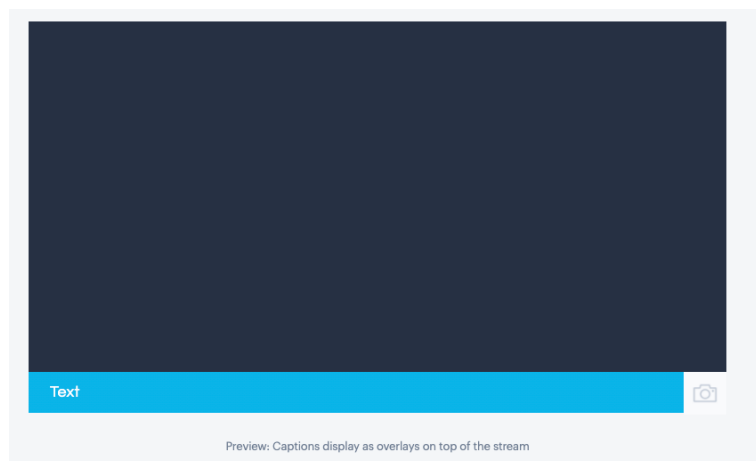
How do I add captions to my stream?

Captions appear as overlays on top of the stream. On the bottom of the Control Panel, locate Captions. Click the plus button to the right of Captions to start creating your caption.

This leads to an editor in which you can create one of four caption types, as seen below.

Lower Third

Text

Preview: Captions display as overlays on top of the stream

Lower Third—Logo

Text Line 1

Text Line 2

Preview: Captions display as overlays on top of the stream

Lower Third—Minimalist

Text Line 1
Text Line 2

Preview: Captions display as overlays on top of the stream

Upper Third

Preview: Captions display as overlays on top of the stream

In the editor that opens, name your caption, then choose the template from the options shown above. Add the appropriate text, then choose its colors. You can see a preview on the right-hand side of your screen as you edit.
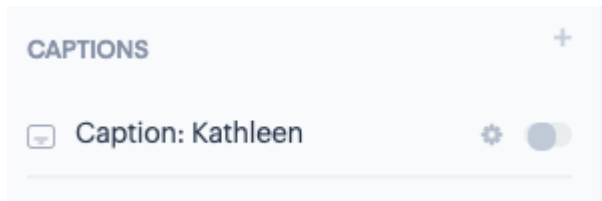

Once your caption is saved, it will be stored in the Captions tab. Then, when you want the caption to appear in your ongoing stream, toggle the dial next to your desired caption's name. The caption will appear in seconds.

How do I add a logo to my stream?

On the bottom of the Control Panel, find Logos, then click the plus button to its right. In the editor that appears, name your logo, choose its position on your stream (choose any of the four corners of the screens), then upload your logo (recommended; transparent PNG: 128x128).

Once it's saved, it will be stored under the Logo tab. When you want it to add it to your ongoing stream, toggle the dial next to its entry and it will appear in seconds.
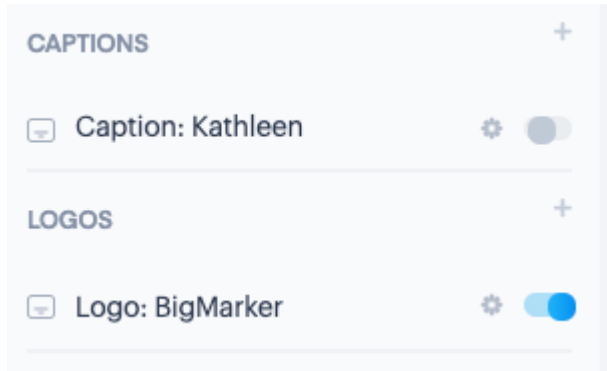
How do I add a background to my stream?

On the bottom of the Control Panel, locate Backgrounds. Press the plus button to the right of Backgrounds, then upload an image (recommended: transparent PNG 1920x1080) in the upload box below.

Notice that this background is called a New Layer. Hosts can upload multiple background layers, then toggle between backgrounds during the presentation. So in New Layer, give your background a distinguishing name so that you can easily locate it and make it visible to your audience.

New Layer 🖉

Background

Waiting background tips......

Background

[📷]   Change...
        Remove

Recommended: Transparent PNG, 1920x1080

☐ Save as default

Once you've uploaded your backgrounds, they will appear in that Background tab. To make a background visible to your attendees during the live presentation, toggle it as shown below.

BACKGROUNDS   +

⊟ Background: New Lay...   ⚙ ⚪

⊟ Background: City Layer   ⚙ 🔵

FULL-SCREEN OVERLAYS   +

How do I add a full–screen overlay to my stream?

On the bottom of the Control Panel, locate Full-Screen Overlays, then click the plus button to its right. In the editor, name your overlay, set its opacity using the slider that appears, then upload an overlay image (recommended: Transparent PNG 1920x1280).

Once you've uploaded your overlays, they will appear in the Overlays tab. To make an overlay visible to your attendees, toggle it as shown below.
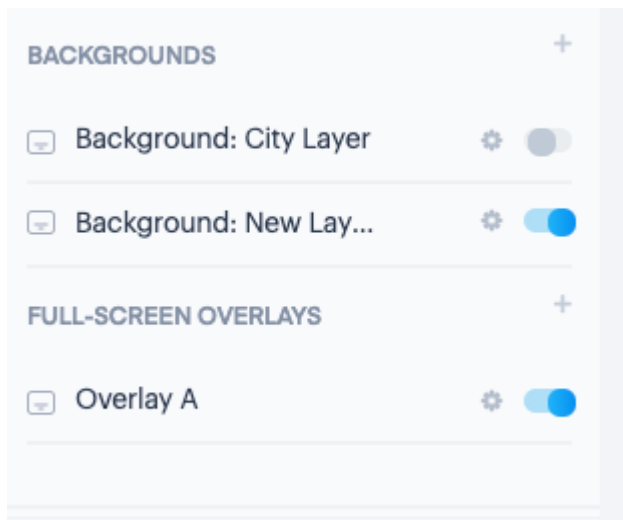
Audience Permissions

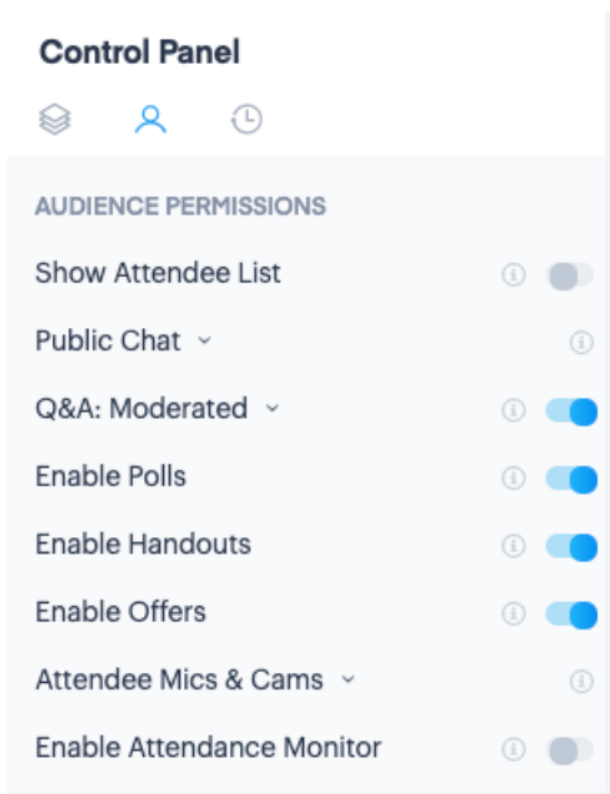In the second tab of the Control Panel is the Audience Permissions menu, where you can activate or remove interactive elements, control your guests' cameras and microphones and bring presenters on- and off-stage.

As a host, you will need to adjust the interactive features and permissions available to your guests during your presentation. Use the following sliders to switch these features on and off.

Below are the default permissions available to your guests, including Chat, Q&A, Polls, Handouts and Offers. When they are active, each feature is available in its own tab in the Interactive Panel.

Note that while most interactive features (polls, Q&As) are on, your attendees' microphones and webcams are switched off to ensure that they are not able to speak over your presentation and are not visible to other attendees.

How can I adjust presenter permissions?

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 cannot see the host interface until they are manually brought onstage by a host.

At any time during the session, hosts can see which presenters are on- and offstage by seeing who is listed under On-Stage Presenters and Off-Stage Presenters, which is located in the Audience Permissions tab of the Control Panel. 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.

Hosts can bring attendees onstage using a similar function. Search the attendee's name in the search bar below Attendees, then follow the same steps as you would to bring a presenter on stage.
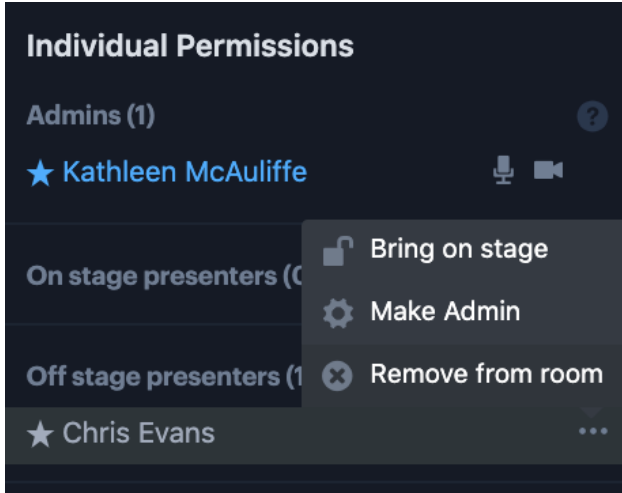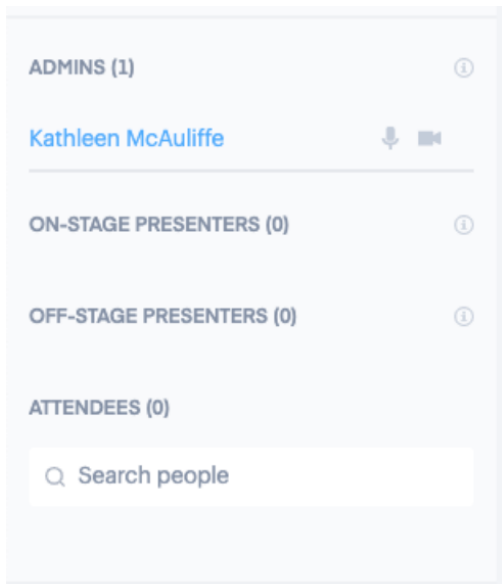
When presenters are brought on stage, they will need to manually turn on their microphone and camera using microphone and camera icons on the purple multimedia panel on the top right corner of their screen.

How can I adjust default on stage/off stage 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.

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

Content Settings

Hosts can add videos, slides, audio, screen shares and more in the Content Stream, the prominent grey area in the center of their host interface.

How do I add content to my stream?

On the top left-hand corner of the Content Stream is a plus button. To share content with your audience, press this button, then select your presentation options from the dropdown menu that opens.
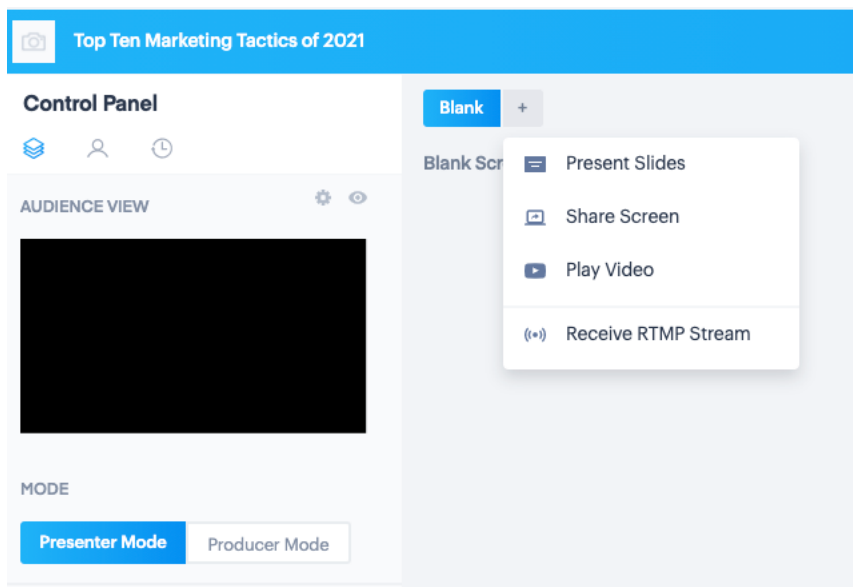
To add a presentation, upload a PDF of your slide deck in the upload box that appears in the bottom center of your screen. You can also initiate a blank whiteboard on which you can draw free-text figures or equations for your audience. (Note: You can also press the files icon, the third from left in the arrangement below, to upload slides or start whiteboards.)
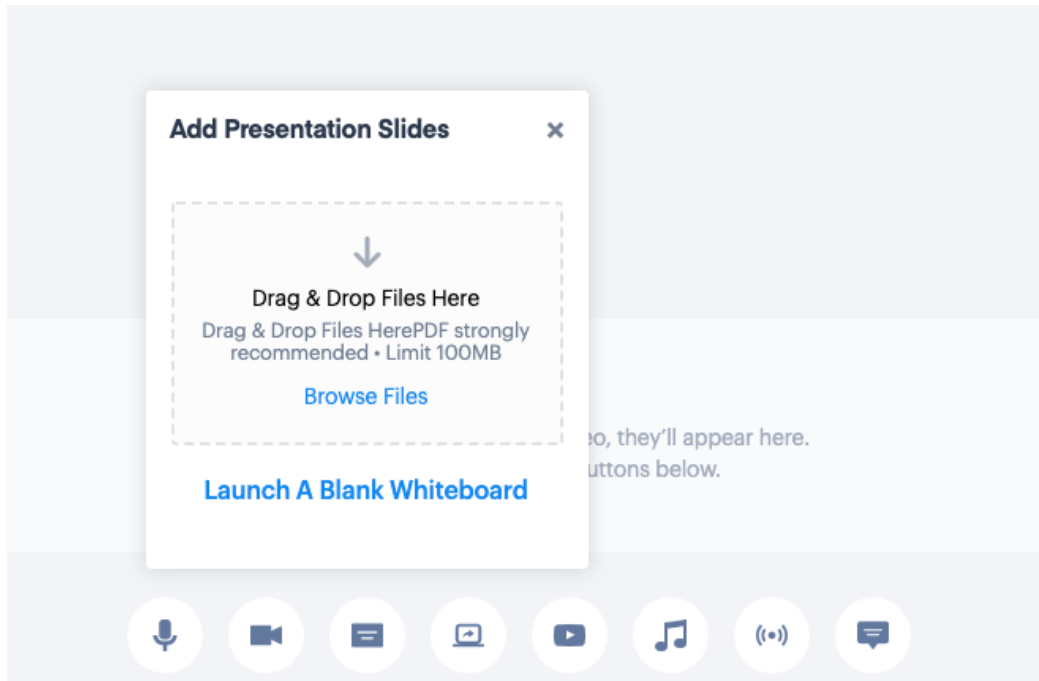

To share your screen, select Share Screen in the dropdown menu, then choose which screens to share in the pop-up that appears.
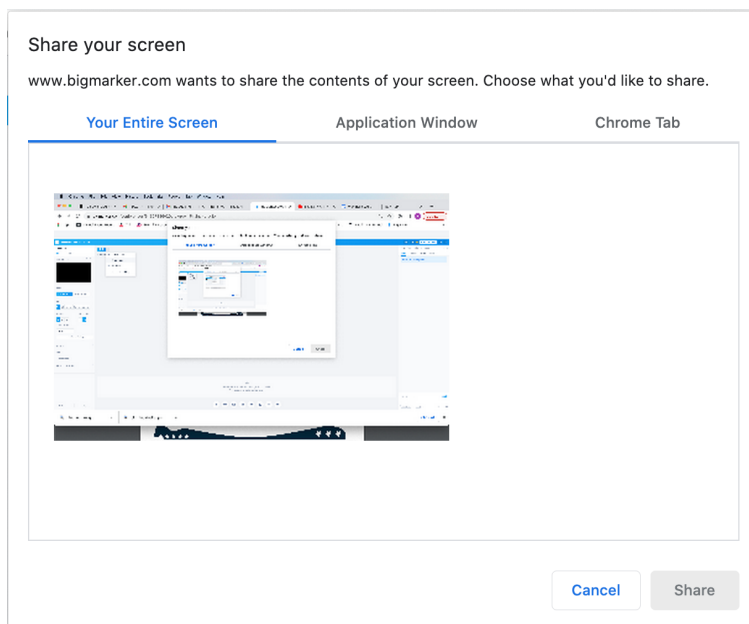
To play a video, select Play Video in the dropdown menu, then upload an .mp4 video in the upload box that appears in the bottom center of your screen. Allow time for the video to upload before sharing.
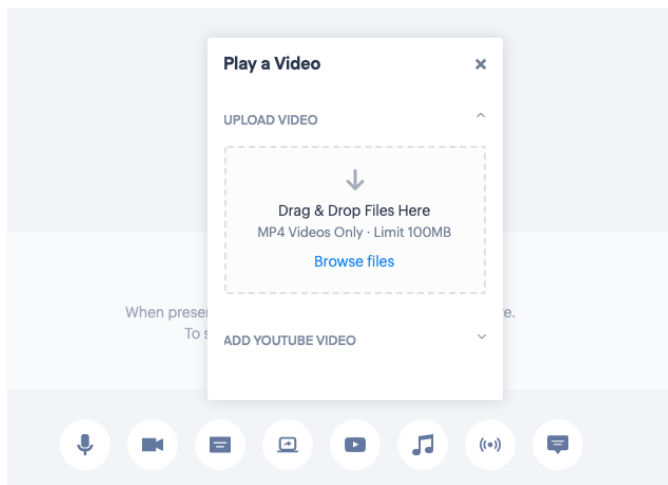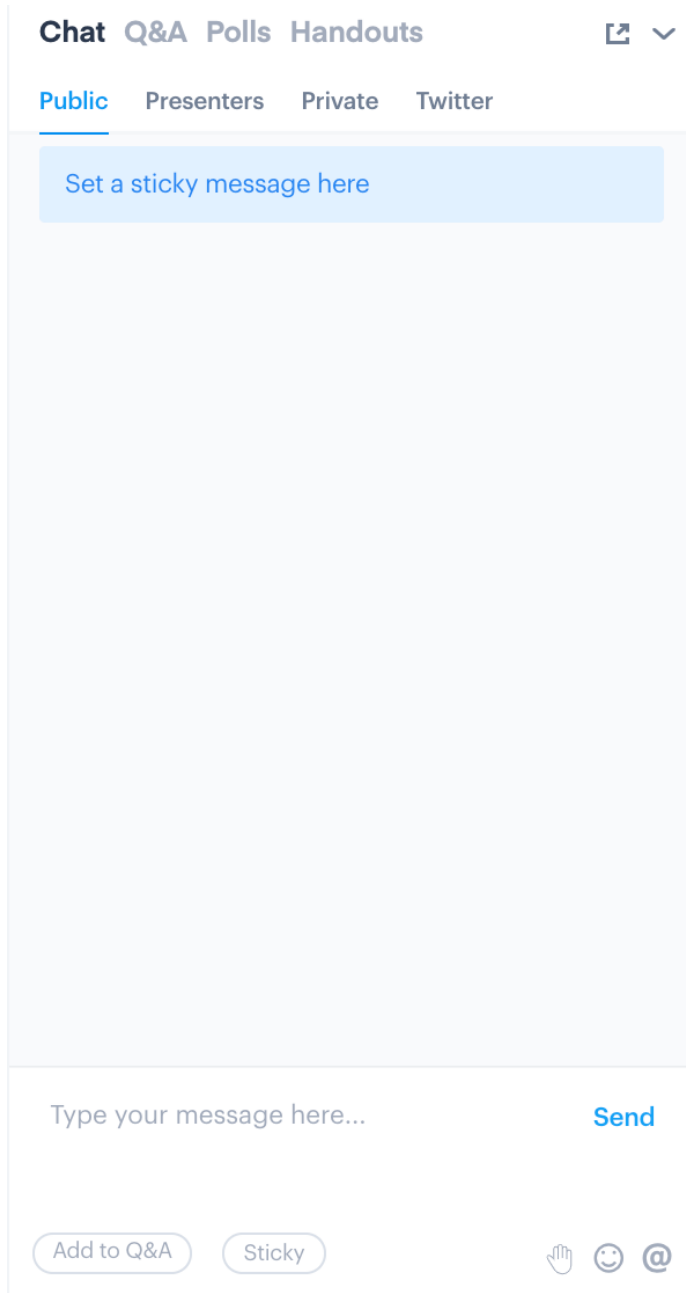

Once uploaded, the video will appear in the streaming area of your screen, along with several playback controls below the video itself. The video will not play for attendees until you press the blue play button below the video playback. Once you press play, the video will immediately begin playing for your attendees.
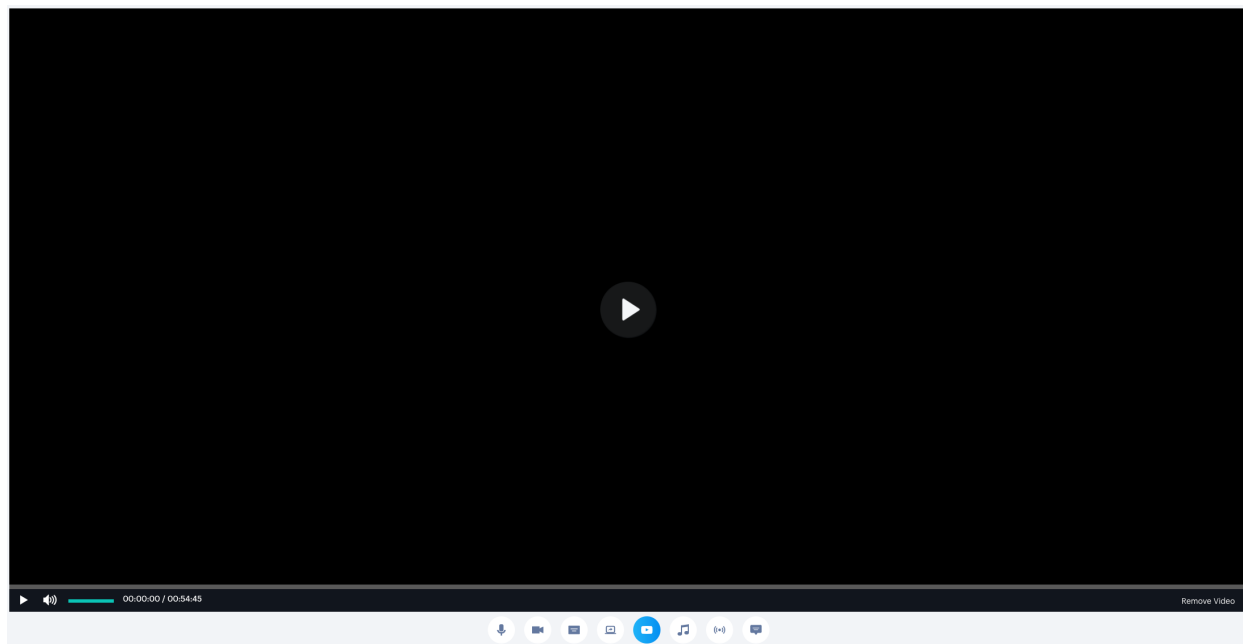
As it streams, you can pause the video, change its volume and rewind/fast forward using the controls in the video player. To remove the video from your presentation, select Remove Video, located on the far right corner of the video player.

Interactive Features

The Webinar Studio has the same interactive features as other live webinars on BigMarker. Attendees can engage with one another and with presenters via the Interactive Panel, which is located on the right-hand side of the Webinar Studio.

Chat Q&A Polls Handouts

Public   Presenters   Private   Twitter

Set a sticky message here

Type your message here...   Send

Add to Q&A   Sticky

Public and Private Chat

Under the Public tab of the Chat panel, attendees can participate in a public chat room. They can also send private messages to presenters using the Private tab.

Presenters can also send messages to one another and to admins and hosts in the Presenter tab, which is not visible to attendees.

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.
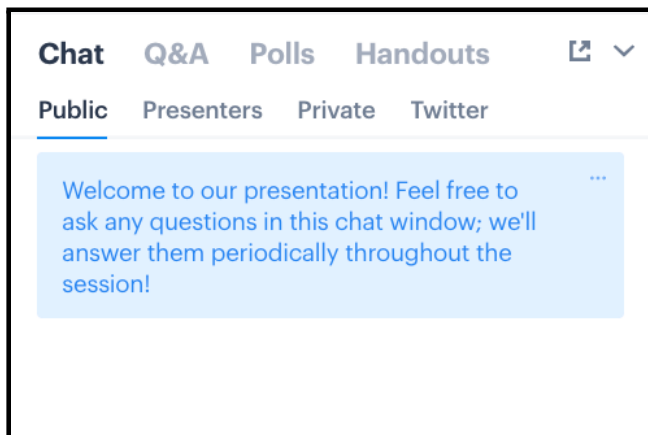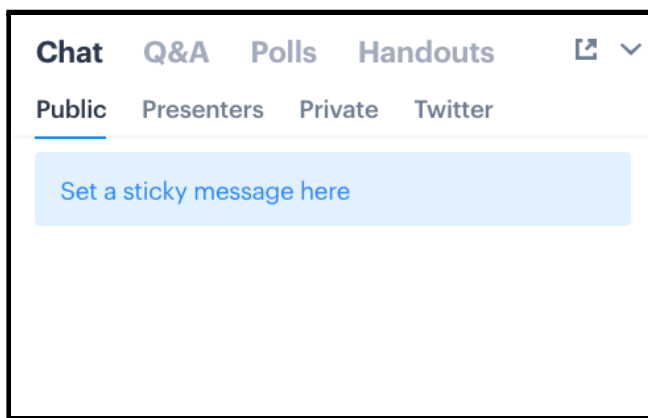
Adding Q&As

Q&As appear in the attendee's interactive panel under the Q&A tab, where attendees and presenters can add questions throughout the presentation. To create a Q&A question, 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 Interactive Panel, on the top of the Q&A tab. Guests submit their answers by pressing Answer, then submitting their answer in the chat.

Chat **Q&A** Polls Handouts

New Answered Published Archive

K Kathleen McAuliffe   09:30:44 am ⓘ ...
How are you planning to adjust your marketing strategy in 2021?

0 votes 👍 Publish Answer Delete

Attendees can submit questions themselves within this space. At this point, the question is 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.

Adding Polls

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.

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."

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.
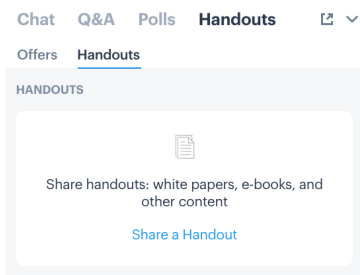
Adding Handouts

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 and share to your audience.

Wrapping Up

With its powerful interactive features, layout and captioning options and streamlined design, BigMarker's Webinar Studio produces professional-quality presentations and interviews that please audiences and drive leads. If you have any additional questions about building or executing the Webinar Studio, contact your Account Manager, Event Producer or our Customer Support team at support@bigmarker.com.