



INFORMATION SHEET

For School Presenters

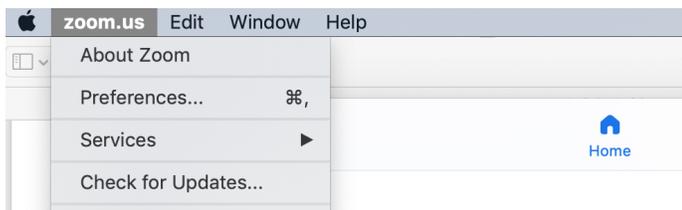
Middle and High School Virtual Fair

September 20-24, 2021

Install Zoom software (no doubt everyone's already done this!) <https://zoom.us/download>

Please check that your Zoom software is up to date
(Zoom is notorious for frequent updates and lousy about notifying you about them.)

Look for 'Check for Updates' in your software menu:



Prior to your Zoom session, please run a Zoom test: <https://zoom.us/test>

A good computer/device restart will often clear out the cobwebs: After managing several events, I've discovered Zoom's audio and video settings can become buggy if a computer/device has been left on for several days. If you're like me and rarely shut down your computer, I encourage you to restart your computer/device prior to your session. This can help prevent any technical issues.

Frequently Asked Questions:

Is this open only to Parents League members and is there a registration fee?

This event is free and open to the public, however, registration is required. Parents League has both member schools and parent members and although the event is free for anyone to attend, only member schools are invited to participate in Parents League Fairs (one of several member benefits). If you know of a school looking to participate in future fairs (virtual or otherwise) and would like to learn more about becoming a member school, please visit our [school membership page](#) or contact us at info@parentsleague.org.

About Zoom School Sessions:

Your 20-minute session is a Zoom meeting for you to organize however you wish. Your presenter(s) will be made co-hosts of your session. Co-hosts have full control of the meeting's settings, including audience management.

Will parents be able to attend any school session of their choice?

Yes. We'll have over 95 schools and presentations running throughout the week. No two schools are competing for the same time slots. Parents are presently creating their list of schools and registering for their choice sessions.

Are multiple people from my school able to present? How many are able to attend my school's 20-minute session?

Your Zoom session will have as many presenters as you wish. Additionally, your session is uncapped. Anyone interested in registering for your session will be able to do so.

Will I be able to present photos or videos in a "share screen" mode?

Yes, screen share is part of your control settings as a co-host of your session. You'll have control of Zoom settings in your session.

Important: After five fairs, we've learned that Zoom does not play nicely with video. We've seen countless video problems with audio and/or image quality. Please don't let this impact your session. If you have visuals of any kind, please test ahead of time. Some of the most successful presentations have been with a short video (under a minute) and/or still images/text in a slide show format.

Will this be recorded? Will the participants be able to record it without our permission?

Presenters will have the option to record their session. As co-hosts, you'll have the option to do the same. The audience will not be able to record the sessions. Parents League will not use or share any session videos without the school's permission. School session recordings are the property of the school, not Parents League.

Will people be jumping in and out of presentations? When should I begin my session?

Expect latecomers! Just like any Zoom meeting, some participants will come and go. This cannot be helped. The schedule is designed with three-minute gaps between each school to leave people time to move between meetings. Without the presence of competing meeting times, we don't anticipate this being a significant issue.

At the beginning of a session, I've often noticed presenters using valuable time waiting for people (and latecomers) to enter the session. Please don't let this eat up a lot of your limited time. Silently counting to 10 or 15 seconds before beginning a presentation (higher for larger groups) has been a Parents League rule of thumb that seems to work well.

How will prospective parents organize their experience?

The fair was designed with the idea that parents will customize their experience however they wish. As is the case with in-person fairs, parents often create a target list of schools ahead of time and register for their preferred list of schools. Parents League advisors, as always, will be on-hand to help families navigate the event. This includes a fair hotline.

What if people do not have a device to use to participate in the fair?

Parents League is prepared to follow up with families who, for whatever reason, might be unable to attend the event. The Middle and High School Admissions Panel Discussion is always recorded and shared post-event.

How will I interact with my audience and manage Q&A?

The purpose of the Middle and High School Virtual Fair is to provide a brief showcase of your wonderful schools and programs. You, as the presenters, have the option to include a Q&A in your sessions (you'll also be able to follow up after the session). Therefore, **we suggest you devote most of your 20-minutes to presentation and leave a few minutes at the end for Q&A (it's often helpful for parents to hear other parent's questions in a group setting).**

How should I begin my session?

All Zoom sessions have been set up as meetings. Therefore, your audience will have the ability to unmute themselves and turn on their cameras. It's up to you if you want to see and/or hear your audience and they are looking for guidance on how you'd like them to interact. Therefore, **it's helpful to begin your sessions with 'housekeeping' guidelines as part of your introduction (and typed in the chat for the latecomers). Some suggested housekeeping guidelines are below:**

- Please remember to keep your mics muted during the event.
- We invite you to turn on your cameras OR Please leave your cameras off.
- We'll save time for Q&A at the end OR We'll break periodically for Q&A (whatever your schedule). Please type your questions in the chat AND/OR when it's time, unmute your mic and ask your question(s) verbally.

Clearly advertised guidelines at the beginning of your sessions will help your audiences manage their expectations. Expect to receive questions you may be unable to answer, and know you are under no obligation to answer them. If you feel uncomfortable with a line of questioning, or otherwise caught off guard, it is okay to reply: "I'm sorry, but I don't have enough information to answer that question at this time" or "Please follow up with us afterward and we'll do our best to share more information about that once we know more".