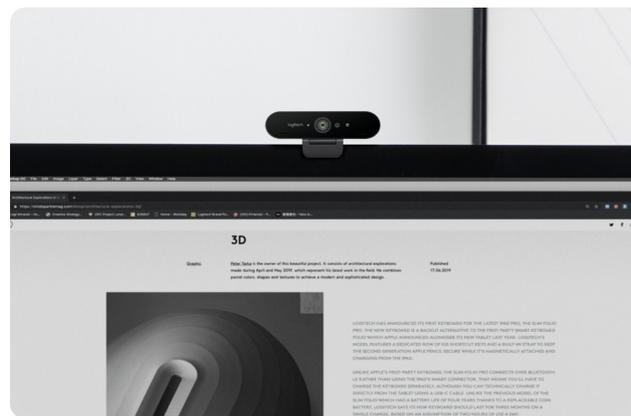# Host & Panelist Online Event and Live Streaming Tech Setup

Are you preparing to speak at or host an online event? Zoom Meetings and Video Webinars make it easy to host and attend events from anywhere. As a presenter, it is important that you look and sound your best on video so your attendees can focus on the content. We've compiled our best practices/tips for the optimum setup for hosts and panelists using Zoom.

## Webcam

A high-quality webcam is important. Two specifications you'll want to consider are resolution and frame rate. For high-definition video, you'll want a camera that has 1280 x 720 pixels resolution or higher. A high frame rate will make your video look smooth, and webcams with 60 frames per second (fps) or higher provide the best quality, but if the price tag is too high, test 30 fps to see if it meets your quality needs.

Recommendation: Logitech Brio Webcam

## Microphone

While most devices have built-in microphones, your audio quality will significantly increase with a dedicated stand-alone microphone. Two quality microphones are the MXL AC404 and the Blue Yeti. Or, use a good headset; typically the closer the microphone is to your mouth, the less background noise it will pick up. Audio quality is extremely important; a poor audio experience will make it difficult for your audience to absorb your message and decrease the effectiveness of your event. Upgrade your audio clarity with the help of a microphone or headset.

## Background

Chances are you don't have a studio environment, but with Zoom's virtual backgrounds you can look like you do! You can upload and use any image or video as your background. For best results with your virtual background, add a green screen behind you. If you're hosting a panel, consider making backgrounds for everyone with their names and titles. We recommend that your image is 1920x1080, with at least 80px margins around text, and a minimum text size of 46px.

## Lighting

Good lighting is crucial in presenting your best self. You want to have a light source directly behind the camera illuminating your face.

Indirect light or lights with adjustable brightness are helpful to avoid washing out your face. Avoid backlighting that makes your face look dark.

If your room doesn't have ideal lighting, take advantage of a broadcast lighting kit from Lume Cube.



**Front Lighting**

## Look your best

Zoom's touch up my appearance feature subtly smooths fine lines and evens out your skin tone to make you look fresh and polished for every event. If your computer has the webcam looking up at your chin, prop up your computer with a stand or box, so the webcam is in-line with your eyes.



**Back Lighting**

## Test your setup

Before you're about to go live and present to your audience, test your equipment. Make sure you view it from the attendee perspective. Close all other applications before you test. If possible, hardwire your device to the internet for better reliability than WiFi connections. You can host an online event with a mobile device, though to benefit from the video and audio equipment mentioned above, use a computer. Here are system requirements for broadcasting with Zoom.

**Computers**
- Streaming computer that meets the minimum specifications:
  - Quad-Core Intel i5 2.3Ghz or higher processor
  - 8 GB RAM, Dual Slot

- Adequate i/o - Anker USB-C Hub for Mac users
  - 1x USB 2.0, 1x USB 3.0, 1x Ethernet
- Monitoring computer with headphones to view your attendees' experience

**Zoom requirements**
- Zoom Desktop Client version 5.0+
- Minimum internet speed 2Mbps up/down for 1080p

Setting up the environment and technical equipment required to host an online event might be uncharted territory for you. But if you've got the right plan, best practices, and technology in place, it's sure to be a huge success.