

## Zoom Presenter Guide

### 2020 Alaska Farmers Market Association Virtual Conference



April 3 - 4, 2020

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For questions or assistance

[hello@freshnorth.org](mailto:hello@freshnorth.org)

The Food Research, Enterprise, and Sustainability Hub (FRESH)  
Event partner of AFMA



**Is this your first Zoom rodeo?** AWESOME! Thanks for taking the leap and helping the AFMA share knowledge that is extra critical for our communities at this time. We're here for you and any support you need, technical, content organization, emotional - we've got you.

Not your first time? Old hat at this? AWESOME! Thanks for presenting and contributing to our Farmers Market knowledge pool! Be kind and help your friends.

If you don't want to read this guide (hey, some folks are really busy right now) but are still a little nervous, check out [Zoom's video tutorial page](#). They explain everything and have a nifty help chat feature if you have additional questions.

TEST SESSIONS - We've scheduled several test sessions for presenters to log in, test their Zoom functionality, and ask questions about this platform.

**Sessions will be open for 1 hour.**

**Tuesday 3/31 @ 8am and 5pm AKT**

**Wednesday 4/1 @ 1pm and 7pm AKT**

**Thursday 4/2 @ 12pm and 4pm**

**If none of these times work and you would still like a tech run through, just email us! [hello@freshnorth.org](mailto:hello@freshnorth.org)**

**Test session login**

Click this link: <https://zoom.us/j/995945780>

OR

Call in number: 669-900-6833

Meeting ID: 995 945 780

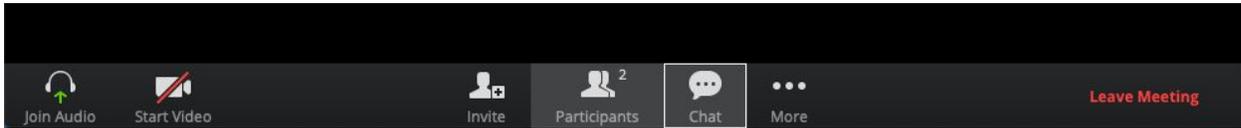
We recommend people download the Zoom app to their computers, rather than use the web browser, as it usually results in a better connection. To do that and join us on conference day:

1. Go to [zoom.us](https://zoom.us)
2. Create a FREE account
3. Click the link to the meeting in your registration email and you will be asked to open Zoom or join from your web browser.
4. Join the meeting.
5. For more on systems requirements, check out [Zoom's download page](#).

## **FAQs**

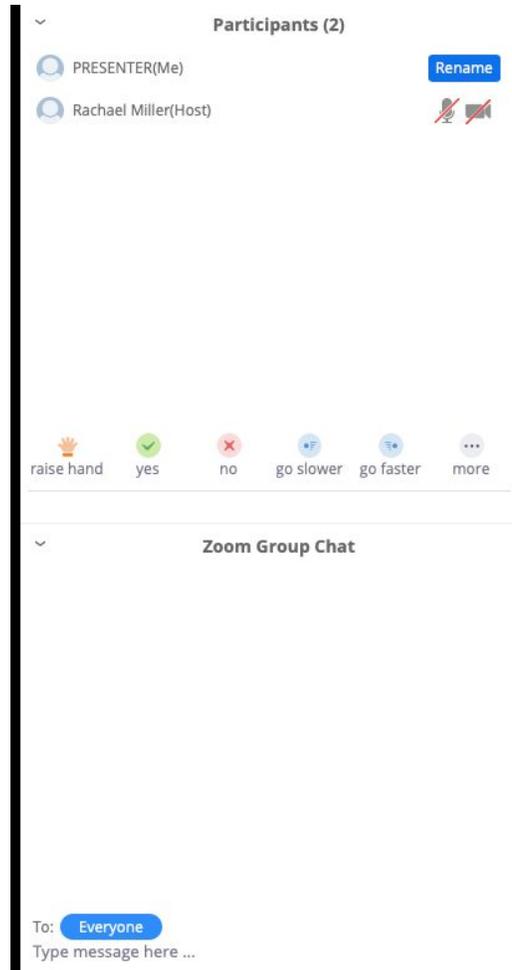
1. HOW DO I LOG IN and where is the conference login information?
  - a. Find the confirmation emails with the subject line: “2020 AFMA conference confirmation”
    - i. Yes, presenters need to register.
  - b. Scroll that email until you find “Join from PC, Mac, Linux, iOS or Android” and click the link. *That link is unique to you.* You may be required to enter a password, which is also included in that email.
  - c. HOT TIP - Use the links in the registration email to add it directly to your calendar. That way you’ll have all the information in one place!
  - d. If you’ve lost the email forever, you’re welcome to re-register (fairly painless and did we mention, FREE?) to receive a new link.
    - i. [Webinar Registration](#)
    - ii. OR contact our admin team to help you out.
      1. [hello@freshnorth.org](mailto:hello@freshnorth.org)
2. Where’s the conference schedule?
  - a. Right here! <http://www.alaskafarmersmarkets.org/2020-schedule-of-events/>
3. What if I can’t sit still for the entire 2-days? I’m worried I’ll miss something!
  - a. We will save the chat text from each session as well as record the entire conference. These will be available after the conference.
4. Where are the bathroom breaks and lunches in the schedule?
  - a. No one is going to the bathroom for 2 days.
  - b. Just kidding! Get up, walk around, stretch, cook, eat, any time you like during this conference. We’re adults. See FAQ #3a to learn how you can watch what you missed.
5. What if I just can’t figure out how to log on?
  - a. Attend the test session, detailed above.
  - b. Call your kid or grandkid.
  - c. Ask for tech support from the conference planners!
    - i. [hello@freshnorth.org](mailto:hello@freshnorth.org)
6. How do I raise my hand?
  - a. Hover your mouse at the bottom of your Zoom screen (tap screen if on a mobile device).

- b. Click “Participants” and you will see icons that allow you to clap, give a thumbs up, raise your hand, and more. Use these! They’re a good way to non-audibly communicate with participants and your hosts.



How do I chat a message to the group?

- c. Click on “Chat” at the bottom of your screen. See image above. You can see the participant list AND chat box at the same time, if you click on both.
7. What if someone is rambling in a session and we get off topic?
- a. That’s ok! Everyone has a lot to share and we will assuredly not have enough time to hear everything from everyone. The admins will mute people who are taking too long and graciously redirect them to the chat box.
8. What if my cat jumps in front of the camera?!
- a. Awesome.



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## **PRESENTER SPECIFIC CONTENT**

If these instructions don't help - we recommend visiting Duke University's [Pro-tips for Presenters guide](#) or [Zoom's screen sharing page](#).

Different strokes for different folks, we get it.

### **Multiple presenters**

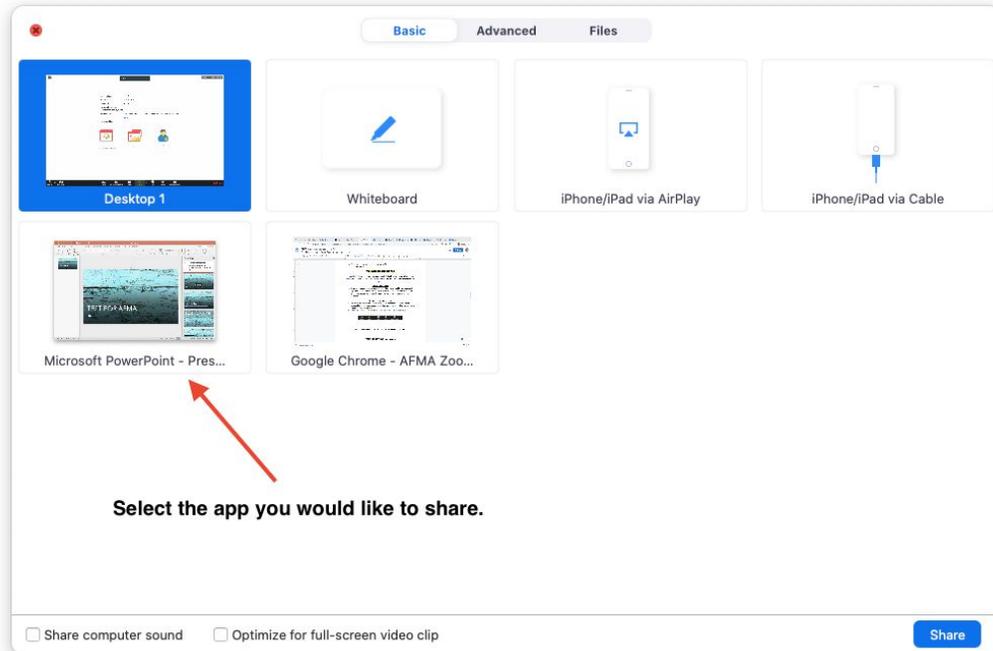
1. If you're in separate rooms, on separate devices (which we highly recommend right now!) only 1 person will be able to share their screen. Please make a plan on who will control the slides. All presenters can speak, as long as they are unmuted.

### **How to share your screen**

**NOTE: We recommend cleaning up your desktop and closing any sensitive material or NSFW content. Opening your screen up to the world is like turning on your video. You just don't know what people will focus on - your new quarantine bangs, the tasteful yet psychedelic background drapery, or your actual content. Help them focus. We can't help you with the bangs.**

1. Hover your mouse at the bottom of the Zoom screen and you'll see "Share". You're able to share your screen at any time so please wait until you're prompted by the conference administrators.
2. Select your slide deck then hit "share" in the bottom right of your screen.
3. For more on this, check out Zoom's ["How to share a PowerPoint"](#) blog.





4. You will see your slide deck pop up with a control panel at the top.
  - a. Go full screen with your PPT by going into presenter mode. All attendees
  - b. You may stop sharing at any time.
5. Admins will have controls to help you stop sharing as well, if you get overwhelmed. Simply say so when you're done and we'll take care of it.

### **Creating and using polls**

Audience engagement is the best! You may create up to 3 polls for your session. Administrators must pre-load your poll questions and answer sets so the deadline for poll submissions to [hello@freshnorth.org](mailto:hello@freshnorth.org) is **Thursday 4/2 at 8pm.**

**If you really get inspired by a good polling session before your session, please email us and we can try to accommodate a late poll addition.**

#### **Poll format and examples:**

##### **Multiple choice (attendees may select several answers)**

How do you engage with farmers markets?

- A. Vendor
- B. Manager
- C. Shopper
- D. Social media lurker

**Single answer (there can be only 1 answer)**

Does your market host non-food vendors?

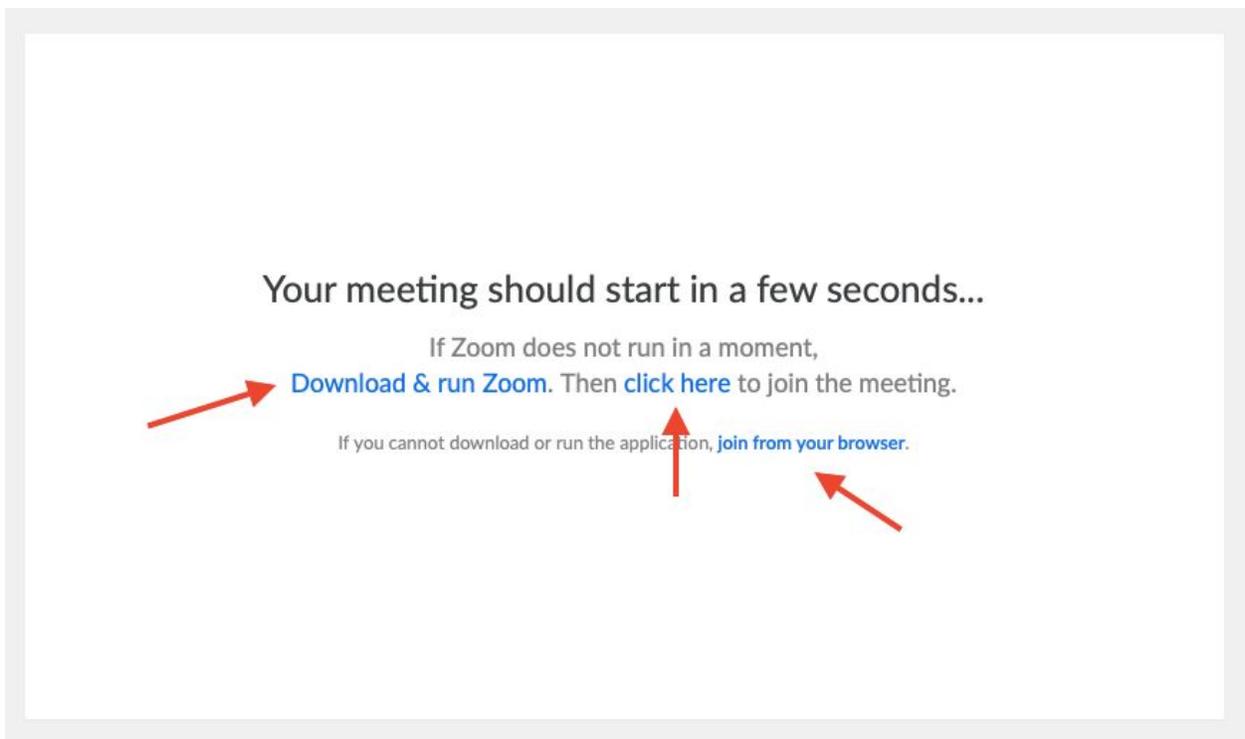
- A. Yes
- B. No
- C. Sometimes

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**ATTENDEE CONTENT - for everyone**

**How to join a meeting from your computer**

1. Click the meeting link, found in your registration email.
2. You will see the image below, choose whether you want to join via your app or a web browser tab. Again, we recommend downloading the app, if you're able.
3. [Click here for Zoom's tutorial on how to join a meeting](#)



## **How to join a meeting from your computer AND phone**

Sometimes audio gets scrambled so people join Zoom on their computer to see the screen, presenters and chat, and get the audio from their phones. Here's how:

1. Join from your computer (see instructions above).
2. MUTE yourself on Zoom then mute your computer's audio.
3. Call in using the information in your registration email. See FAQ #1.

## **How to join a meeting from your smartphone or tablet**

While we don't recommend this option as you won't get the full user experience and we'll all look reeeeeeeally tiny, this may be your only option.

1. Go to your app store.
2. Download the Zoom app
3. Use the same meeting link in your registration email and Zoom away!
4. [Click here for more on how to use Zoom on mobile](#)

### **Mobile app icon and login screen**

**Click the registration link in your email and you'll see this**



#### **ZOOM Cloud Meetings**

Meet Happy  
Zoom

#1 in Business  
★★★★★ 4.6, 153.3K Ratings

Free

Cancel      Join a Meeting

629 556 1033

Join with a personal link name

YOUR NAME HERE

**Join**

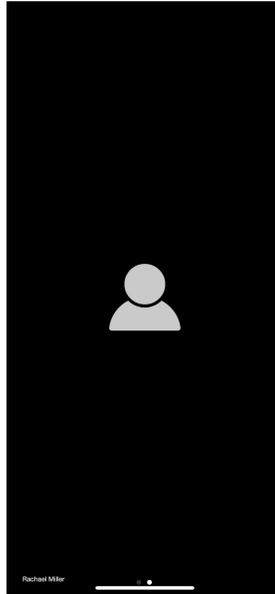
If you received an invitation link, tap on the link again to join the meeting

JOIN OPTIONS

Don't Connect To Audio

Turn Off My Video

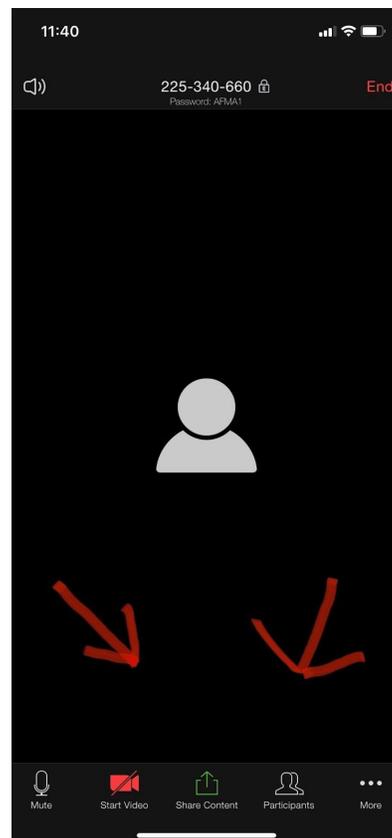
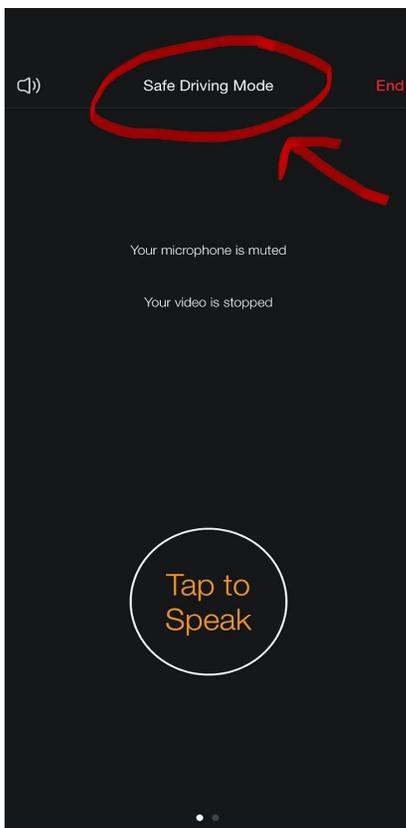
**You'll likely see something like this when you get into the room on mobile.**



**There is a Safe Driving Mode - DO NOT DRIVE AND ZOOM.**

Swipe right or left for this "tap to speak" screen.

**Tap your screen once to see the bottom toolbar**



## **Etiquette & Best Practices**

Here's a blog on [Zoom etiquette](#), but this is what we're REALLY focused on:

1. Be kind. Patience and flexibility is the name of the game. If another attendee is annoying, harassing, or inconveniencing you, please reach out to the meeting administrators via the chat feature in Zoom or via email [hello@freshnorth.org](mailto:hello@freshnorth.org). We're here for you and want to ensure everyone has a positive experience.
2. Raise your hand. Rather than verbally jumping over someone.
3. Be mindful. We all have a lot to share. And most of us haven't interacted with humans in awhile. Which means some of us may be more long-winded than usual during discussions. *If a comment from an attendee goes too long, admins will mute you and graciously redirect you to the chat box to finish your thoughts.*
4. DO ask questions.
5. DON'T forget your camera is on and go to the bathroom.
6. DO mute yourself when you're not talking.
7. DON'T be backlit. If you have a window or light behind you, your face will be difficult to see.
8. DO encourage your pets to join you. That's adorable. We love that.
9. DO have a good time!

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Thanks for reading and being a part of this conference!

Please feel free to reach out with any questions.

Liz & Rachael

[hello@freshnorth.org](mailto:hello@freshnorth.org)

The Food Research, Enterprise, and Sustainability Hub (FRESH)

