



How to Set Up and Host a Virtual Public Meeting Using GoToWebinar

TECHNICAL TRAINING VIDEO | APRIL 2020



- Welcome to this Florida Department of Transportation Technical Training on how to Set Up and Host a Virtual Public Meeting Using Go-to Webinar.

Introduction

- Why is the Department providing this training?
- What is a Virtual Public Meeting (VPM)?
- Steps to setting up and hosting a VPM
- Key takeaways



- In this video, you will learn about the technical aspects and considerations for delivering virtual public meetings that are consistent in quality with the Department's in-person public meetings.
- The training is oriented to Department staff and consultants and is divided into four main parts.
- The first answers why the Department is providing this training.
- The second part describes a virtual public meeting and features that make them suitable for public meetings.
- The third part provides instructions on setting up and hosting a virtual public meeting.
- GoToWebinar will be used to illustrate the setup but other platforms authorized by the Department may be used.
- Finally, I point out a few key takeaways from the training.

Why is the Department providing this training?

- COVID-19 cancellations and postponements
- Hearing from the public is fundamental to the Department's work
- FDOT interim process for public engagement activities



- The Department is providing this training in response to the COVID-19 pandemic.
- Public health orders related to the pandemic have called for cancellation or postponement of sizable gatherings of people in physical spaces.
- These circumstances prevent in-person public meetings like those routinely conducted by the Department.
- Hearing from the public is fundamental to the Department's work.
- Therefore, the Department has issued an interim process for conducting public engagement activities during this emergency.
- The interim process, which took effect on April 1, 2020, provides for online public meetings in place of certain types of public meetings.

FDOT Public Engagement Interim Process

During COVID-19 Emergency Management

Online Public Meetings

Conducted at the discretion of the District Secretary

Tailored to the specific type of project

Postpone:
Face-to-face public meetings
Public hearings
(pending further guidance)



- Under the interim process, **[click]** online public meetings must be approved by the District Secretary and **[click]** tailored to specific type of project involved.
- **[click]** All face-to-face public meetings must be postponed, and public hearings of any kind must also be postponed pending further guidance from the Department.

FDOT Public Engagement Interim Process

During COVID-19 Emergency Management

Online Public Meetings

Demographics	Laws/Regs/Procedures	Public comment
<ul style="list-style-type: none">• Carefully consider:<ul style="list-style-type: none">- Affected public- Interested public- Ability to participate in an online meeting	<ul style="list-style-type: none">• All applicable state and federal laws and regulations• FDOT procedures<ul style="list-style-type: none">- Materials approvals thru normal channels- Public notifications	<ul style="list-style-type: none">• During live event• Email, phone, letter• All comments are public record• Extended comment period

- When planning an online public meeting, **[click]** the interim process calls for careful consideration of demographics.
- If any members of the affected and interested public would be unable to participate in an online format, the meeting should be postponed until in-person meetings can resume.
- **[click]** Online public meetings must follow all applicable state and federal laws and regulations including the Americans with Disabilities Act and Title VI of the Civil Rights Act.
- Likewise, compliance with Department procedures is required for approval of meeting materials and notifying the public about the meeting.
- **[click]** Opportunity for public comment should be available during online public meetings as well as afterward through traditional public comment methods.
- All public comments, including those received during online meetings, become part of the public record.
- A recording of the virtual public meeting must be posted online for public viewing after the meeting.
- It may be appropriate for the public comment period to exceed the 10-day minimum to allow adequate time for the public watch the video and provide comments following the virtual meeting.



Public Involvement Guidance

PD&E Manual, Part 1, Chapter 11

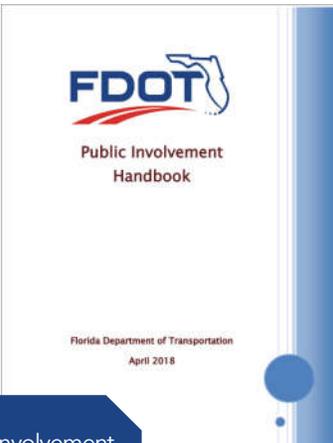
Topic No. 600-000-001
Project Development and Environment Manual
Public Involvement Effective January 14, 2019

**PART 1, CHAPTER 11
PUBLIC INVOLVEMENT**

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Public Involvement Handbook



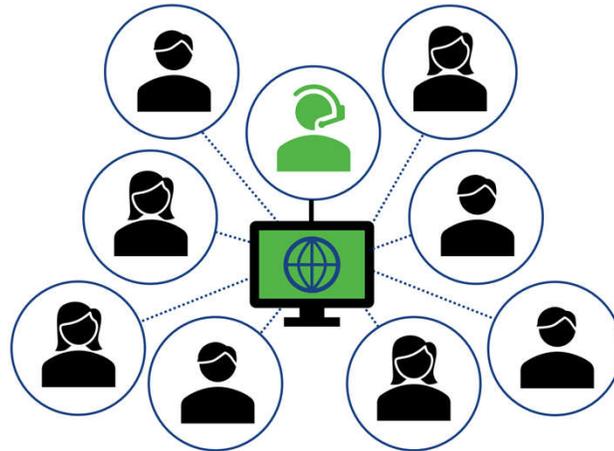
Design Manual, Chapter 104



FDOT Public Involvement Webpage
<http://www.fdot.gov/planning/policy/publicinvolvement>

- The interim process draws from Chapter 28-109 of the Florida Administrative Code pertaining to meetings conducted using communications media technology.
- For more information on this and other public involvement-related laws, regulations, and procedures, please refer **[click]** to the Department’s Public Involvement Handbook.
- The handbook and other public involvement resources are posted on the Department’s Public Involvement webpage.

What is a Virtual Public Meeting (VPM)?



- Simply stated, a virtual public meeting is a meeting where the public is engaged **[click]** in a virtual environment and not in-person.
- A virtual public meeting uses technology that allows a group of people to communicate through an internet or telephone connection, or both.
- Online meeting platforms generally offer audio and screen-sharing and two-way communication components.
- Participants can see and hear the meeting proceedings and use messaging and/or microphone to communicate with others in the meeting.
- For persons who cannot access a virtual public meeting through the internet, online meetings usually have a telephone dial-in option.
- Along that line, some virtual public meetings are conducted entirely by telephone.
- An example of this is telephone town hall meetings where people can dial in to listen to a discussion and provide spoken comments.

Potential barriers to virtual public meetings

- Internet availability or quality
- Equipment availability
- Technical proficiency
- Income (e.g., internet affordability)
- Culture (e.g., technology restrictions)
- Physical abilities
- English-proficiency
- Literacy level



- While virtual meetings offer convenience by accommodating public participation wherever people are, we must always be attentive to potential barriers to participation faced by some individuals and groups.
- Access to a virtual public meeting may be harder for some and impossible for others based on one or more of the characteristics shown here.
- Knowing about the people who live, work, shop, study, or travel in our plan or project area will help us respond to communication challenges that could negatively impact our public engagement goals.

Notes (examples):

- Language (e.g., limited-English proficient)
- Culture (e.g., rules on technology use)
- Physical ability (e.g., persons who are deaf or blind)
- Income status (e.g., data plan affordability)
- Literacy level (e.g., persons with low-literacy skills)
- Equipment availability (e.g., computer or smart phone)
- Technical proficiency (e.g., downloading apps)
- Internet availability or quality (e.g., lack of internet; lack of quality internet)

Steps to setting up and hosting a Virtual Public Meeting (VPM)

1. Set VPM timeline, team and agenda
2. Check equipment
3. Prepare materials for virtual viewing/sharing
4. Set up online meeting platform
5. Distribute meeting notifications
6. Rehearse
7. Host the Virtual Public Meeting
8. Post meeting video and respond to public comments
9. Debrief with the VPM team



- For this training, we have arranged the set up and hosting of a virtual public meeting in nine steps. **[click]**
- Steps 1 through 6 involve preparation from establishing our virtual public meeting timeline through rehearsal. **[click]**
- Step 7 covers activities on the day of the live event. **[click]**
- The last steps, 8 and 9, are few things to take care of after the meeting.

Notes:

1. Set VPM team, timeline and agenda
2. Check equipment
3. Prepare materials for virtual viewing/sharing
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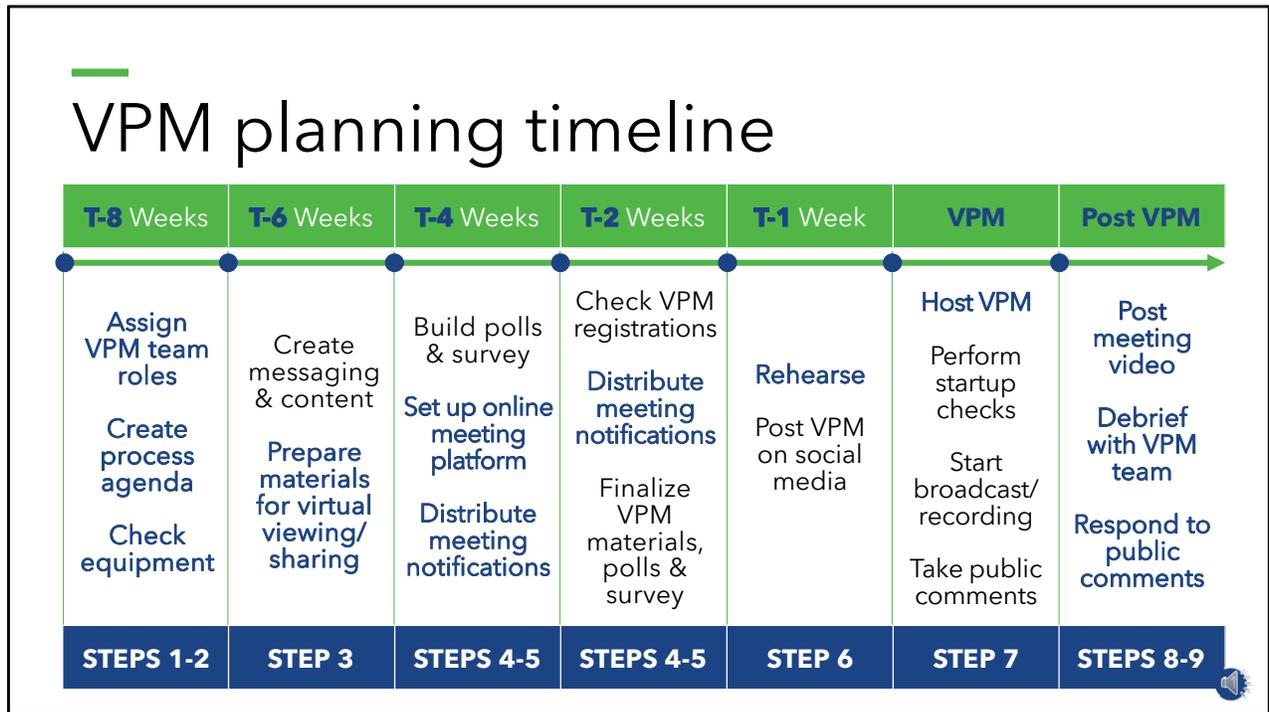
Set VPM timeline, team and agenda

STEP 1



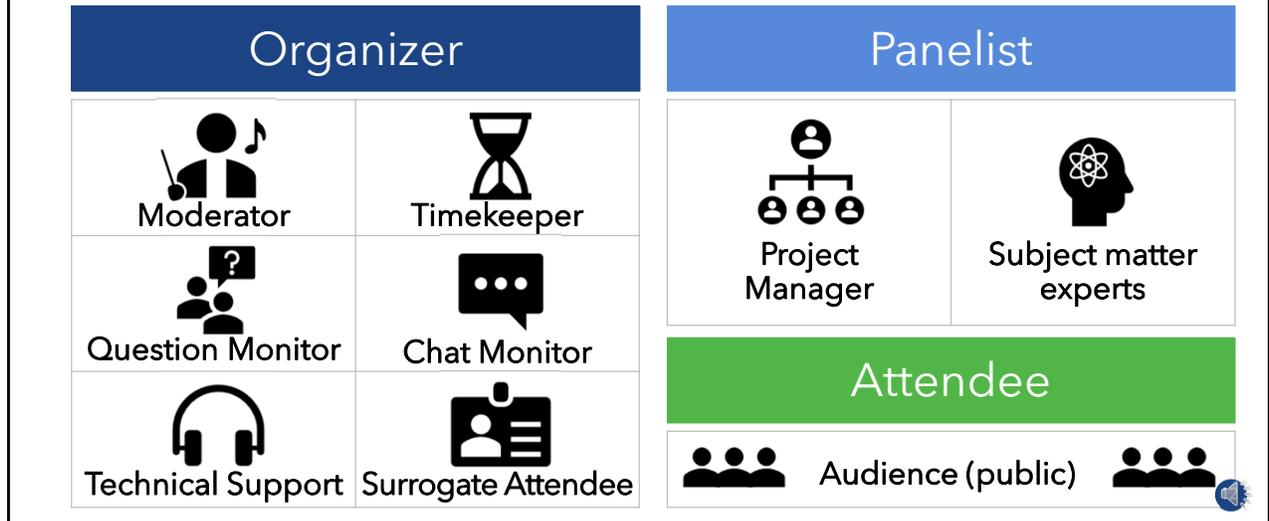
- Step 1 is about getting organized.

VPM planning timeline



- ...and getting organized for a public meeting typically starts with laying out a timeline.
- This example timeline shows a piece of an overall timeline for planning and holding a public meeting.
- It envisions virtual public meeting preparations starting 8 weeks out.
- Activities shown in bold text correspond to the nine-step process discussed in remainder of this video.

Assign VPM team roles



- No matter the format, it takes a team to host a public meeting.
- The GoToWebinar platform recognizes three primary roles for an online meeting:
- **[click]** These are the roles of Organizer, Panelist, and Attendee.
- An Organizer performs a function such as meeting moderator, timekeeper, question box manager, chat box manager, technical support, and someone who watches the meeting as a surrogate attendee to identify issues from that perspective.
- Usually, there is a main Organizer with others performing as co-organizers.
- **[click]** A Panelist is a speaker during the event, which for a public meeting, is likely to be the project manager and other subject matter experts.
- A Panelist can be given presenter rights by the main Organizer in order to share their screen with attendees.
- Attendees are people that join the meeting to learn about the topic and provide comments if they so choose.

Create VPM process agenda

Timing and team members	Meeting activities	Materials and tools
<ul style="list-style-type: none"> • Time: 4:15 • Main organizer 	<ul style="list-style-type: none"> • Log-in • Start meeting in Practice Mode 	<ul style="list-style-type: none"> • Online meeting platform
<ul style="list-style-type: none"> • Time: 4:30 - 4:45 • All organizers and panelists 	<ul style="list-style-type: none"> • Control panel check • Sound check • Screen sharing check 	<ul style="list-style-type: none"> • Virtual equipment • Presentation (hardcopy)
<ul style="list-style-type: none"> • Time: 4:45 	<ul style="list-style-type: none"> • Welcome message 	<ul style="list-style-type: none"> • Script

- A process agenda is useful for organizing the various parts and players involved in a virtual public meeting.
- This tool shows the Organizers and Panelists **[click]** when their part of the meeting starts and ends and **[click]** what materials and tools will be used at that time.
- The process agenda helps ensure the meeting has a timely start, smooth transitions, and otherwise stays on-track, which is important in virtual given the separation between the speakers and audience.

Check equipment

STEP 2



- Step 2 is to check all equipment that will be used for the virtual public meeting.

Perform a system check

- Operating system
- Web browser
- Internet connection
- Software
- Hardware

Operating system	Windows 7 - Windows 10 Mac OS X 10.9 (Mavericks) - macOS 10.15 (Catalina)
Web browser (Applies to scheduling webinars only)	Google Chrome v57 or later Mozilla Firefox v52 or later Internet Explorer v10 or later Microsoft Edge v12 or later Apple Safari v10 or later
Internet connection	Computer: 1 Mbps or better (broadband recommended) (see How much bandwidth is used during a session?)
Software	GoToWebinar desktop app (JavaScript enabled)
Hardware	2GB of RAM (minimum), 4GB or more of RAM (recommended) Webcam for HDFaces Microphone and speakers (USB headset recommended)

GoToWebinar System Check

<https://support.goto.com/webinar/system-check-attendee>

- Organizers and Panelists should perform a system check to make sure the online meeting platform functions property with their operating system, browser, internet connection, software, and hardware.
- **[click]** An easy system check is available on the GoToWebinar website.
- **[click]** Avoid using Wi-Fi to connect to the internet.
- A hard-wired connection offers better speed and stability for running an online meeting.

Configure Your Workspace

- Computer monitors
- Audio equipment
 - Speakers
 - Microphone
 - Telephone
- Webcam
- Ambient sound



Photo credit: Daniel Waas, GoToMeeting



- Now think about the Workspace where you will be during the meeting broadcast.
- For the main organizer going between the presentation slides and meeting control panel, a single monitor will work but having **[click]** two monitors makes it much easier.
- For co-organizers monitoring the question and chat boxes, the second monitor provides extra real estate for undocking and expanding those boxes for a better view of comments coming in and typing responses to go out.
- As to audio needs, **[click]** built-in computer speakers are sufficient, but a decent microphone is a must as nothing is more distracting during a virtual meeting than poor audio quality.
- **[click]** Use a good quality headset or well-placed desk microphone, and avoid lavalier type mics, which tend to pick up rustling noises with movement.
- A telephone is a good piece of standby equipment in case something goes wrong with the audio.
- If showing the moderator and panelists while speaking **[click]** is desired, those folks will need a webcam.
- And, finally, think about **[click]** the potential for background noise that could interfere with the broadcast.
- If necessary, find a quieter location for running the meeting.

Prepare materials for virtual viewing/sharing

STEP 3



- Around six weeks prior to the virtual public meeting, presentation materials are likely already in production.
- In Step 3, we think through how to share this information in the virtual setting.

Visuals



20pt

36pt

font and color choices matter

- Keep visuals simple
- Choose fonts/colors well
- Limit bullet points/text
- Use high-quality images
- Limit moving parts and video



- Keep in mind that attendees may be viewing the meeting on different types of devices with screens of various sizes and resolution.
- Therefore, it is a good practice to keep visual information simple.
- If certain vital information is too fine-grained or detailed for small screens, consider providing the information as a viewable and downloadable pdf in the online meeting platform.
- **[click]** Fonts and color choices also can impact legibility on a screen.
- Experts recommend fonts that are 26-point or larger.
- Darker vs lighter colors are a better choice for text, especially for smaller text.
- A plain one-color background is best and lighter backgrounds look good on just about any display.
- Avoid distracting your audience with overly wordy slides and **[click]** opt for high-quality images that help the public understand the slide's topic.
- And, try to limit moving parts.
- Slide transitions can slow down the progression of your slides.
- And showing video successfully will depend on the internet connection of not only the organizer but also the attendees.

Scripts

Examples:

- Housekeeping items
- FDOT non-discrimination statement
- Plan/project info
- Poll questions (if used)
- Calls to action

Housekeeping items

During the meeting:

- Attendees are in *Listen Only* mode
- Messages from organizer (Chat box)
- Help with technical issues (Question box)



Non-discrimination statement

"Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status."

CONTACT INFORMATION:

- District Title VI Coordinator
- State Title VI Coordinator

Poll questions

Before a poll question:

Explain what's going to happen and that responses are anonymous

During:

Read the poll question aloud

After:

Observe something about the poll results

Thank all who participated

Project information

- Information that facilitates the public's:
 - *Understanding of the plan or project*
 - *Participation in the decision-making process*
- Provide instructions on downloading materials from the online meeting platform

Calls to action

Provide instructions:

"You can comment on the project in the following ways..."

Extend an invitation:

"Please participate in our follow-up survey."

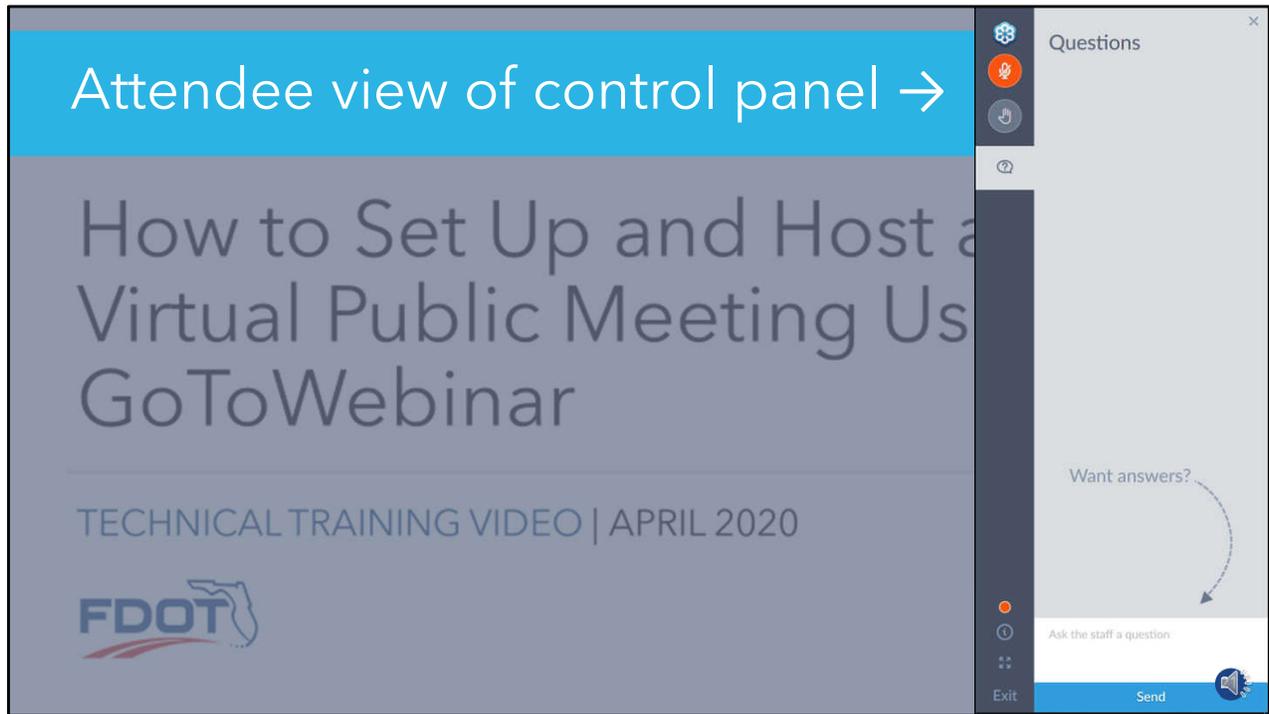


- For in-person public meetings, we rely on boards and other printed materials to convey information to the public.
- In a virtual environment, that information must be shared differently.
- Virtual public meetings will require scripts for the various parts of the meeting.
- At the outset of the meeting, housekeeping information helps orient attendees to the online meeting platform.
- Early in the meeting, FDOT's non-discrimination statement should be read and shown on the screen.
- Plan or project information that lets attendees know what is under consideration and how they can inform the decision-making process.
- If a poll is used during the meeting, instructions on how to participated will be needed.
- The final script containing instructions on how to provide comments and inviting participation in a survey after the meeting.

Taking public comments during a VPM

Typed comments 	Spoken comments   
<p><i>How:</i></p> <ul style="list-style-type: none">• Question box → • Send text <p>From the Control Panel on the online meeting platform</p>	<p><i>How:</i></p> <ul style="list-style-type: none">• Raise hand → • Speak when unmuted by Organizer →  

- Be sure to provide clear instructions on how the public can provide comments during the meeting.
- The ONLINE MEETING PLATFORM has two options for public comments.
- First, Attendees can TYPE THEIR COMMENTS in the QUESTION BOX on the ATTENDEE CONTROL PANEL.
- The organizer can see comments made on the ORGANIZER'S CONTROL PANEL, which we'll go through in the next section of the training.
- The second option for comments allows Attendees to use the RAISE HAND FEATURE on the ATTENDEE CONTROL PANEL.
- The default setting for attendees is muted so the Organizer must unmute the Attendee, which allows them to be heard by the entire audience.
- After speaking, attendees are asked to lower their hand.
- One technique for managing the succession of speakers at a meeting is to ask people to sign up to speak in advance.
- Registered speakers could be called three at a time to be on deck and ready to speak.



- This slide shows the Attendee's view of the GoToWebinar control panel.
- You can see the mute/unmute and raise hand buttons up top.
- The icon for the question box is just below.
- Questions are typed in the field at the bottom of the page.

Complementary Slides

Meeting Tips for Attendees

- Listening options
- Downloading info
- Asking questions
- Providing comments
- Getting help



Non-discrimination Policy

"Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status."

Contact:



Thank You

- A video of the meeting video will be shared.
- Please submit comments by this date.
- Responses to comments will be provided.
- Visit projectwebsite.com



- To reinforce the information provided in the meeting scripts, include complementary slides in the meeting slide deck.
- The examples shown include meeting tips for attendees, FDOT's non-discrimination statement and contacts, and a thank you slide with key information for attendees.

Just in case...

**We are currently experiencing
technical difficulties
with the meeting.**

Our team is actively working to
fix the issue and hope to have
this resolved soon.

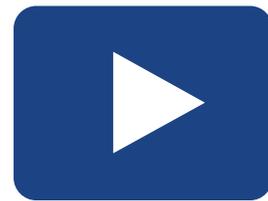
Thank you for your patience.



- If you happen to lose audio during the meeting, have a slide like this handy to inform attendees of the situation.
- If technical problems prevent interested persons from participating in the virtual meeting,states that the proceedings should be terminated until the problems have been corrected.

Handouts

- Agenda
- Info sheet
- Newsletters
- Reports
- Boards
- Drawings
- Video



- As mentioned, meeting materials can be added to the online platform for downloading during the meeting.

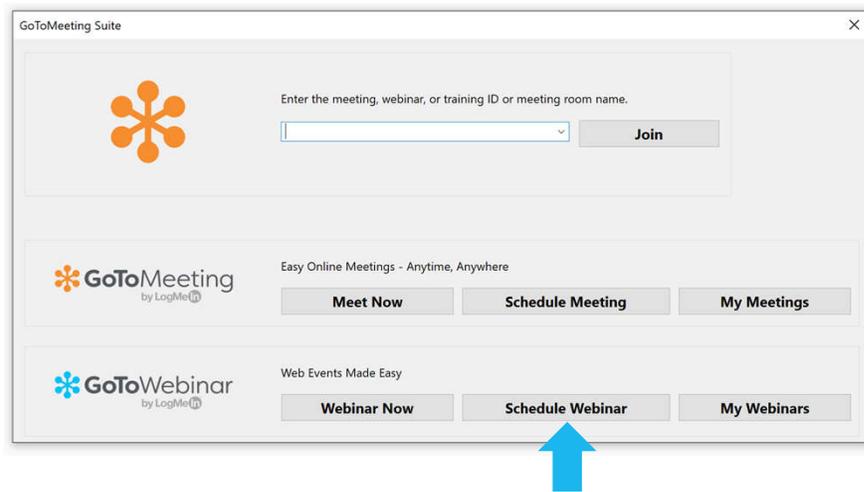
Set up online meeting platform

STEP 4

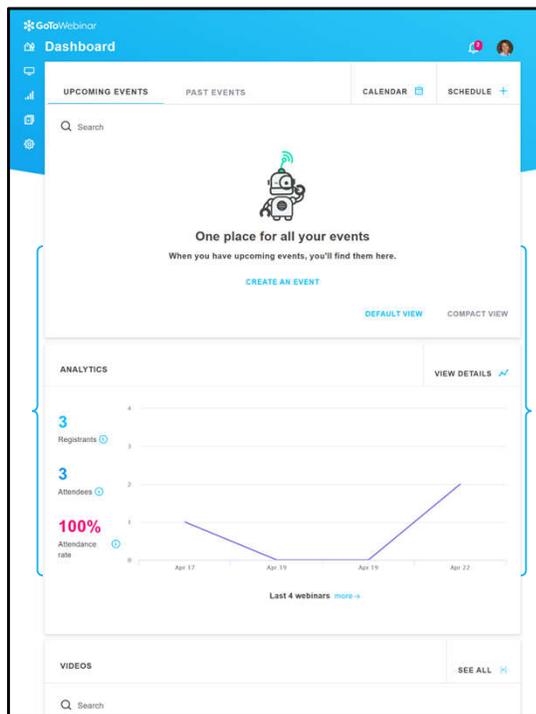


- Step 4 is to the set up the virtual public meeting on an online meeting platform.

Access GoToWebinar



- To access the GoToWebinar app, click the Windows symbol on your computer's task bar and type GoToWebinar.
- When the app appears, click **[click]** it to get to this screen.
- If the app does not appear, download it to your computer.
- GoToWebinar can be accessed through the web browser, but the app is usually faster for running a meeting.
- Next, **[click]** click on Schedule Webinar.



Dashboard

- Check **Settings** 
- **AUDIO**
 - **Computer audio (VoIP)**
 - **Long distance**
- **RECORDING**
 - **Confirm AUTO-RECORD** 
- Refresh app 
- Return to Dashboard 
- Click **CREATE AN EVENT**

- This takes us to the GoToWebinar DASHBOARD.
- Here, we can create a new event and see details about our upcoming and past events.
- **[click]** Before creating a new event, first go to **SETTINGS [click]** to review two very important items.
- Under the **AUDIO** tab, select how attendees can call into the event.
- Under the **BUILT-IN** button, select all options available.
- For a public meeting, both **COMPUTER AUDIO** and **LONG DISTANCE** are used for a public meeting.
- Moving down the page to **[click]** the **RECORDING** tab, confirm that the auto-record toggle is in the on position.
- This will automatically start the meeting recording when the broadcast begins so it can be shared with the public for on-demand viewing after the meeting.
- **[click]** Refresh the app by clicking this symbol near your browser window.
- **[click]** Return to the Dashboard view and **[click]** click **CREATE AN EVENT**.

GoToWebinar
Schedule

NEW EVENT COPY AN EVENT

Event Title
Test Virtual Public Meeting

Is this a live or recorded event?
 Live Recorded

Occurs
Once

Start Date
Tue, May 5, 2020

Start Time
05:00 PM

End Time
06:00 PM

Time Zone
(GMT-04:00) Eastern Time (US and Canada)

How do you want to interact with your attendees?
 Standard Webcast

Your event will be scheduled as a Standard Event.
 Remember my choice.

CANCEL SCHEDULE

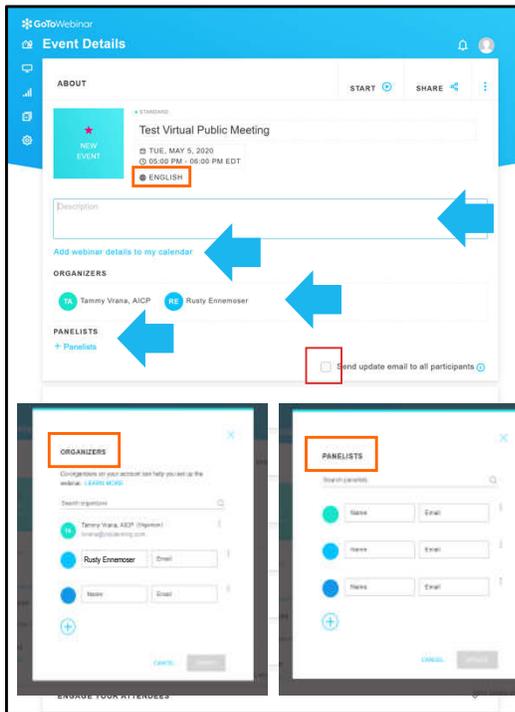
Schedule → NEW EVENT

Actions:

- Add **Event Title**
- Live or recorded event? **Live**
- Frequency? **Once**
- Indicate **date/time/time zone**
- How do you want to interact with attendees? **Standard (fully interactive)**

SCHEDULE

- The SCHEDULE page comes up and shows **[click]** actions for creating a NEW EVENT.
- The EVENT TITLE is added here.
- In this section, **[click]** indicate LIVE for the event.
- This enables interaction with the attendees during the meeting.
- Here, **[click]** select the FREQUENCY of the event.
- A single event is typical for a public meeting, but additional meetings could be conducted in non-English languages.
- **[click]** Here we indicate the DATE, TIME, and TIME ZONE.
- At the bottom, **[click]** we select the form of interaction with attendees.
- Click on STANDARD to allow full interaction with attendees including a dial-in phone line.
- When all information has been provided, **[click]** click SCHEDULE.



Event Details

Actions:

- ABOUT
 - Language setting
 - Description (for registration form)
 - Add to calendar
- ORGANIZERS
- PANELISTS (Send update to all participants)

- This brings us to the EVENT DETAILS page.
- **[click]** The first actions on this page are About the meeting.
- Set the desired language in this box.
- **[click]** Add the meeting DESCRIPTION here.
- The description will be used on the attendee registration form.
- **[click]** There is a link to add the new event to your calendar.
- **[click]** Click here to see the form for adding meeting ORGANIZERS.
- **[click]** Click here to see the form for adding PANELISTS.
- If there are changes to the event, these persons are automatically updated by **[click]** checking this box.

Event Details → SETTINGS

Actions:

- AUTO-RECORD
- AUDIO (telephone number)
- AUDIO PIN (shown after joining event)
- AUDIO ACCESS CODES
 - ID numbers: Organizer, Panelist and Attendee-muted
- IN-SESSION MANAGEMENT
 - Welcome message for Chat Box
 - List presenters in the waiting room

- Moving down the EVENT DETAILS page we come to Settings.
- **[click]** The AUTO-RECORD option is automatically set to record the event when the broadcast starts.
- **[click]** The AUDIO section shows the dial-in number for the meeting.
- **[click]** The AUDIO PIN, which is not shown until after joining the online meeting, is unique to each participant.
- **[click]** The AUDIO ACCESS CODES here are different for the organizers, panelists, and attendees.
- The meeting platform uses the codes to distribute these roles to different areas on the GoToWebinar control panel.
- **[click]** The INSESSION MANAGEMENT section has a field to **[click]** type in a Welcome Message for the Chat Box and another field to List Presenters In The Waiting Room.
- This content is shown on the screen in the meeting waiting room.

Event Details → BRANDING & COLORS

Actions:

- Add LOGO
- Add FEATURE IMAGE
- Select FEATURE COLOR
- Click PREVIEW: REGISTRATION PAGE

- The next pane under the Event Details section is Branding and Colors.
- Design elements can help distinguish your meeting from other meetings being promoted around the same time.
- **[click]** Up here, you can upload a logo that will appear prominently in the GoToWebinar materials.
- Here you can add a Feature Image that helps identify your plan or project.
- **[click]** The Feature Color option allows selection of a background color for the various screens and emails Attendees will see.
- **[click]** This link provides a Preview the Registration form.

Event Details → SHARE EVENT

Actions

- INVITE YOUR ATTENDEES
 - Registration URL
 - Webinar ID
 - Email me the event invitation
 - Copy event info
 - Preview event info

- Under the SHARE EVENT pane, is the INVITE YOUR ATTENDEES section.
- **[click]** The registration URL and Webinar ID for the meeting are shown here and here.
- Options are provided for **[click]**:
 - Emailing yourself the information for forwarding to attendees via email;
 - **[click]** Copying it to the computer clipboard for pasting in a letter and other outreach materials;
 - **[click]** The last option is to preview the information on the screen.

Event Details → REGISTRATION

Actions:

- SETTINGS
 - Registration Limit (set to highest #)
 - Registration Questions
 - Source Tracking (distinct URLs)
 - Registration Notification
 - After Session Video
- TRACKING - Total Registrants

- Next on the EVENTS DETAILS page is a list of REGISTRATION SETTINGS.
- I'll go over those items that would be used for a Department public meeting.
- **[click]** For REGISTRATION LIMIT, use the highest number of registrations provided under the GoToMeeting account to ensure that all interested persons can register.
- If the registration limit seems low given the level of interest in your plan or project, arrange for a higher subscription.
- **[click]** Default REGISTRATION QUESTIONS include first name, last name, and email address but you can select from a menu or devise your own registration questions here.
- This area could accommodate information a statement about ADA accommodations.
- **[click]** The SOURCE TRACKING feature allows the use of trackable URLs for publishing in different places such as social media feeds.
- **[click]** The email address of the person who will receive notification of new registrations is added under REGISTRATION NOTIFICATION.
- **[click]** An AFTER-SESSION VIDEO uploaded here will be linked to the follow-up email to attendees after the meeting.
- **[click]** TRACKING at the bottom provides a running count of registrations received.

Registration form

Logo →

Date/time →

Description →

Feature image →

Input fields →

Customized questions and/or statements →

- A registration form like this is what attendees see when they use the meeting link.
- The form shows the information provided in the setup.
- In addition to the standard first name, last name, and email address input fields, this example includes a zip code field.
- At the bottom, in place of a question, information about ADA accommodations and translation assistance are provided.
- A question here might be “How did you hear about this meeting?”

Event Details → EMAILS

Actions:

- REPLY-TO (e.g., organizer)
- CONFIRMATION EMAIL TO REGISTRANTS
"Thank you for registering..."
- REMINDER EMAIL
"This is a reminder that the Virtual Public Meeting will begin in 1 hour."
- FOLLOW-UP EMAIL
"Thank you for attending the public meeting."

- Moving down to the page we come to EMAILS.
- The first action is to add the REPLY-TO name and email address that will be embedded in emails distributed to the project mailing list.
- **[click]** Next is the CONFIRMATION EMAIL TO REGISTRANTS
This email includes the meeting access information.
The email form includes input fields to additional information if desired.
- **[click]** A REMINDER EMAIL can be sent up to three times before the meeting and, like the confirmation email, can be customized.
- **[click]** A FOLLOW-UP EMAIL can be sent to attendees and people who registered but did not sign into the meeting.
- This email is also customizable and may include the link to the meeting recording.

The screenshot shows a web interface for event management. On the left, there is a sidebar with menu items: PANELISTS, ADD PAYMENT, SETTINGS, BRANDING & COLORS, SHARE EVENT, REGISTRATION, and EMAILS. The main content area is titled 'Event Details → ENGAGE YOUR ATTENDEES'. Below this title, there are four sections: 'REPLY-TO' (with contact info for Tammy Viana, AICP), 'CONFIRMATION EMAIL TO REGISTRANTS', 'REMINDER EMAIL' (with timing details), and 'FOLLOW-UP EMAIL' (with options for attendees and absentees). At the bottom, the 'ENGAGE YOUR ATTENDEES' section is highlighted with a blue bracket and contains four interactive buttons: 'SURVEY + Survey', 'POLLS + Poll', 'HANDOUTS + Handouts', and 'VIDEOS + Videos'. A blue arrow points from the 'Event Details' text to the 'ENGAGE YOUR ATTENDEES' section.

Event Details → ENGAGE YOUR ATTENDEES

Actions:

- SURVEY
 - Up to 25 questions, after VPM
- POLLS
 - Up to 20 questions during VPM
- HANDOUTS
 - Up to 5, each <100MB, during VPM
- VIDEOS
 - Up to 5, each <4GB, during VPM

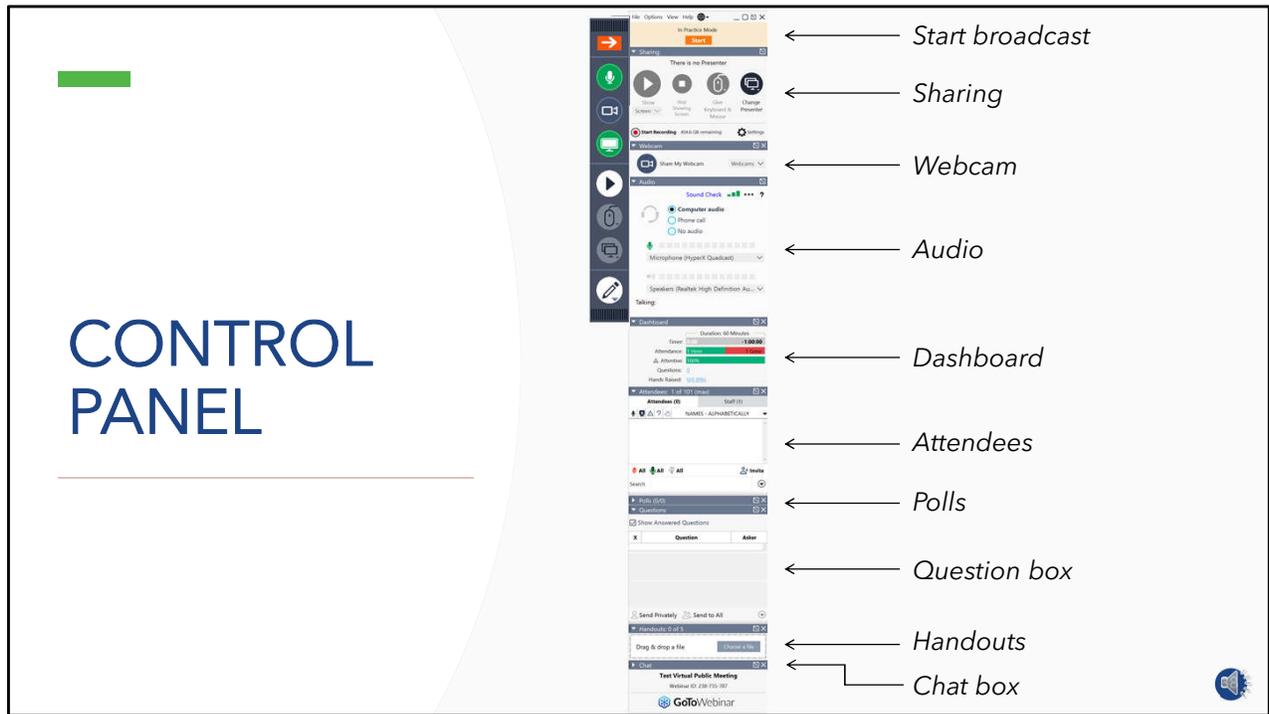
- The last pane on this page is ENGAGE YOUR ATTENDEES where up to 25 survey questions can be added.
- If a survey is used, there are three options for offering it.
- The survey can appear on the attendees' screen immediately after the meeting
- It can be included in the follow-up email to attendees.
- And, the registrants who were absent from the meeting can receive it in a follow-up email.
- **[click]** Up to 20 poll questions can be added to be administered during the meeting.
- **[click]** Up to five meeting handouts can be added here
- **[click]** If video is to be shown during the meeting, up to five can be uploaded here.
- Now we'll return to the event dashboard to start a meeting and see the meeting control panel.

Dashboard

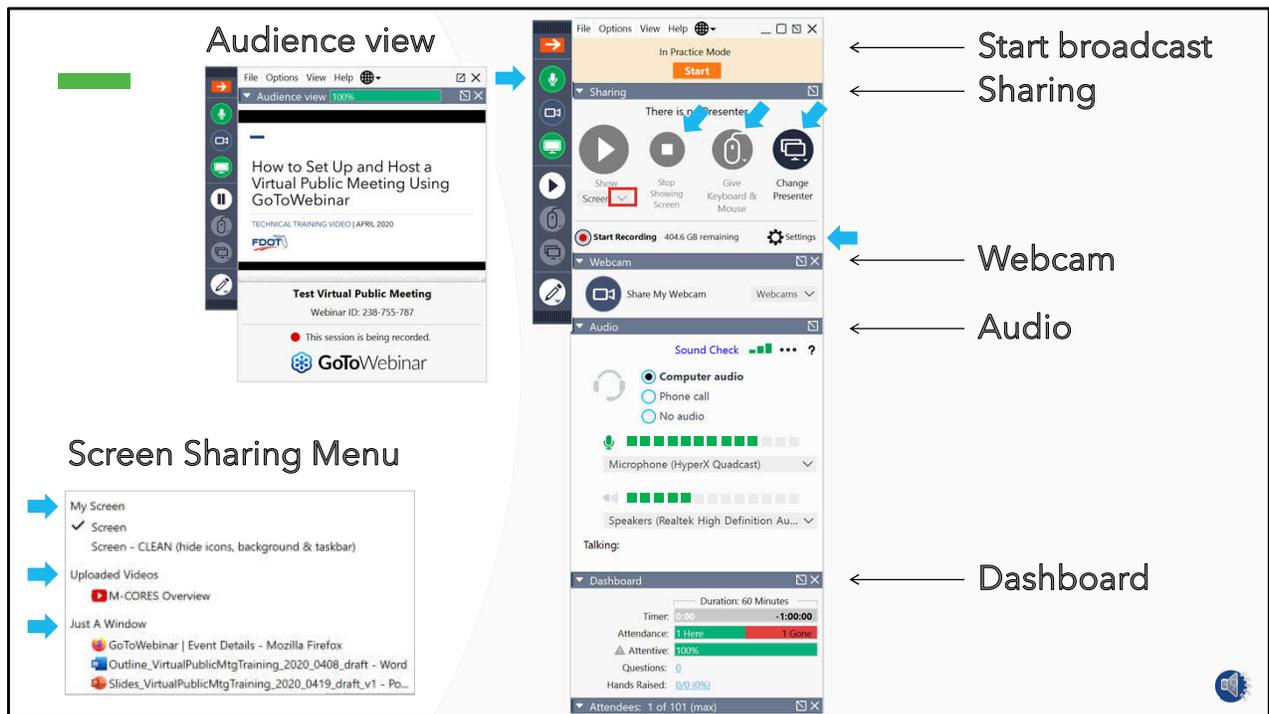
The screenshot shows the GoToWebinar Dashboard. At the top, there are tabs for 'UPCOMING EVENTS', 'PAST EVENTS', 'CALENDAR', and 'SCHEDULE'. A search bar is present. The main content area features a card for a 'NEW EVENT' titled 'Test Virtual Public Meeting' on 'TUE, MAY 5, 2020' from '05:00 PM - 06:00 PM EDT'. A red box highlights a three-dot menu icon on the right side of this card. Below the card is an 'ANALYTICS' section with a line graph showing 'Registrants' (7), 'Attendees' (7), and 'Attendance rate' (100%) from April 22 to April 27. A 'VIDEOS' section and 'MY CHANNELS' section are also visible. A menu overlay is shown on the right, listing 'Start', 'Share', 'Practice', 'Copy Webinar', and 'Edit'. A blue arrow points to the 'Practice' option. To the right of the menu, there are two bullet points: 'Return to Dashboard' with a home icon and 'Select Practice'.

- Return to Dashboard 
- Select Practice

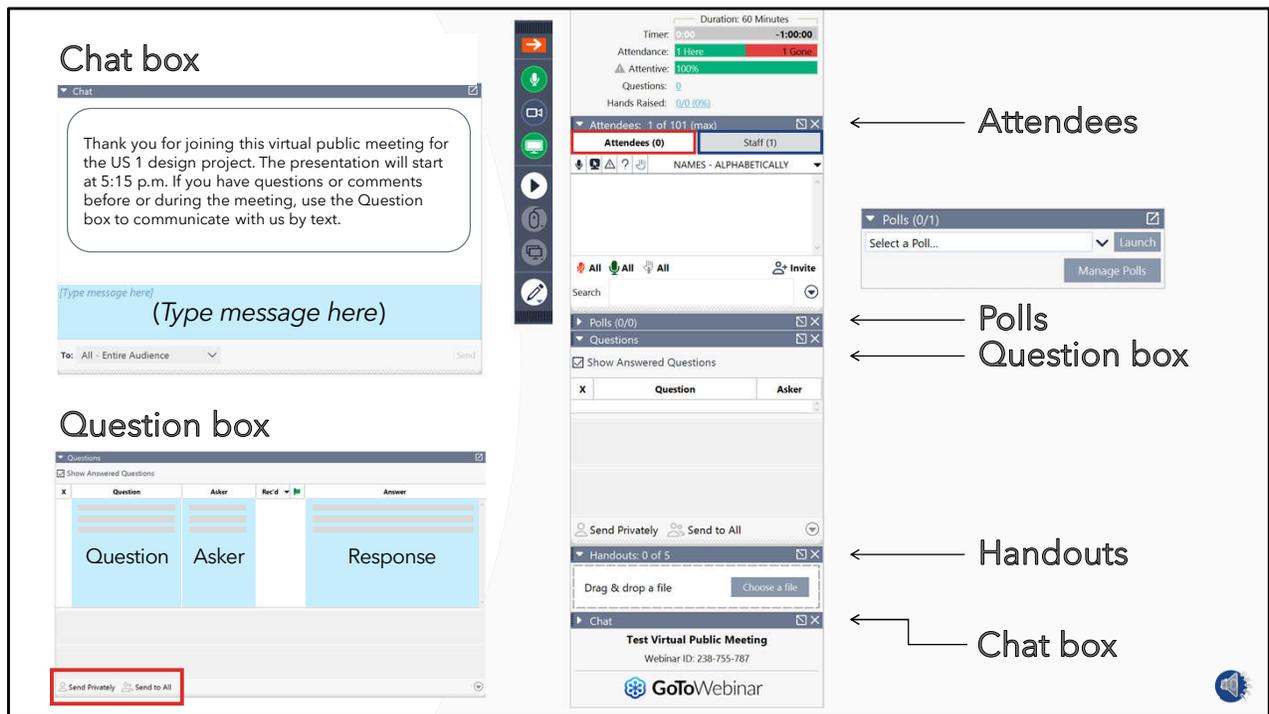
- From the Dashboard, click on the series of dots here and select Practice.



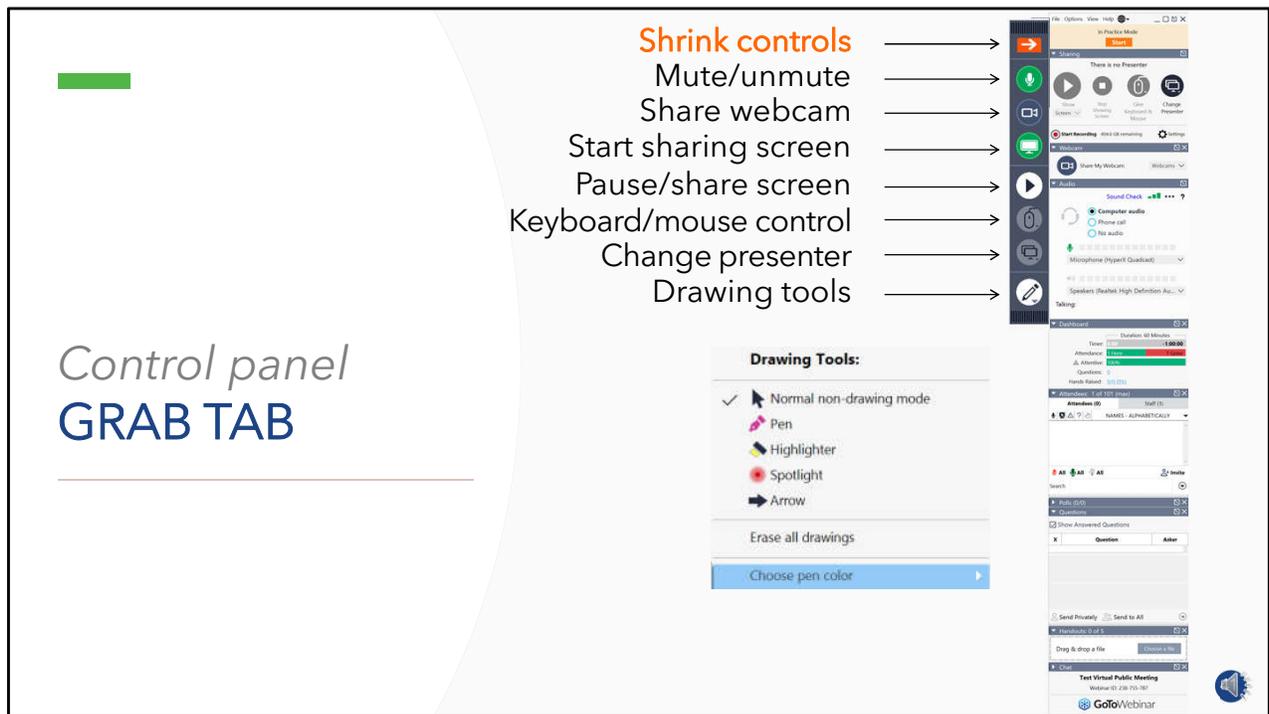
- This brings us to the CONTROL PANEL containing tools and features needed to run the meeting.



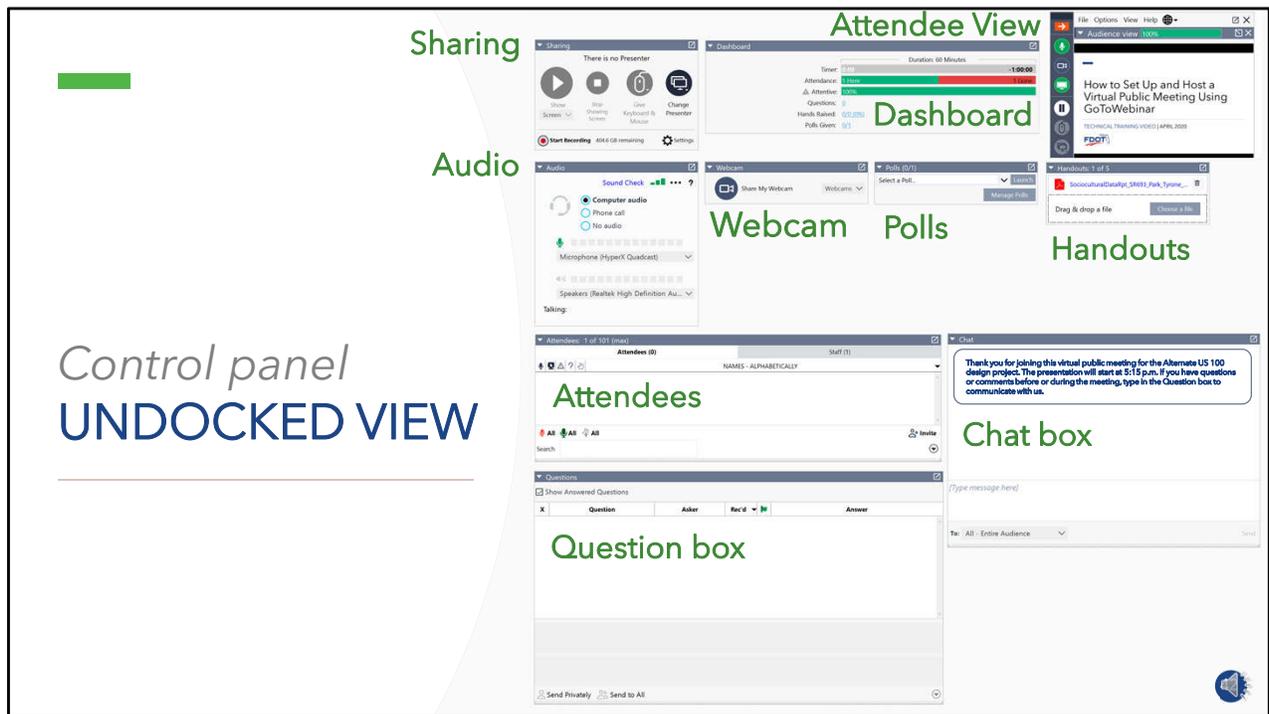
- At the top of the CONTROL PANEL is the START button.
- **[click]** START the BROADCAST when you are ready for the audience to hear you.
- **[click]** The AUDIENCE VIEW appears after starting the broadcast.
 - It shows a thumbnail view of what the audience can see on their screens.
- **[click]** The SHARING pane is where you start sharing your screen.
- **[click]** A pulldown menu allows you to select from everything on your screen, videos uploaded during set up, and select windows open on your desktop.
 - Like a video player, a pause setting is visible while you are sharing.
 - STOP SHOWING SCREEN ceases any view of your screen.
 - You can hand the KEYBOARD AND MOUSE CONTROL to another participant, allowing them take control of your computer.
 - By CHANGING THE PRESENTER, anyone in the meeting gains the ability to show their screen.
 - The SETTINGS BUTTON provides options for all aspects of running live event.
- **[click]** WEBCAM sharing can be use by up to six presenters during the meeting.
- **[click]** The AUDIO settings allow selection of computer audio, phone call, or no audio.
 - Sound sensors indicate if you can be heard, and a SOUND CHECK TOOL indicates if your equipment is working.
- **[click]** The DASHBOARD provides an overview of the meeting, including time remaining and attendee attentiveness.



- Moving down the control panel, **[click]** the ATTENDEE panel shows the names of people who have joined the meeting.
 - From here the Organizer can mute and unmute attendees and see if they have asked a question or raised their hand.
 - All Attendees are muted by default during the meeting.
- Organizers and Panelists are also listed here under the Staff tab.
 - Controls allow these staff to subconference before and during the meeting.
- **[click]** POLLS is where pre-inserted questions for the audience are launched.
 - Launching a poll allows the audience to see and respond to a poll question.
 - After sharing the poll results, remember to hide it from Attendee view.
- **[click]** The QUESTION BOX contains typed questions from Attendees.
 - A field is provided for typed responses.
 - Responses can be sent privately to the asker or to the entire audience along with the question.
- **[click]** The HANDOUTS pane contains documents preloaded for access by Attendees during the meeting.
 - Uploads can also occur during the meeting.
- **[click]** In the CHAT BOX, messages can be sent to all Participants, or only to staff.



- The control panel GRAB TAB offers quick access to often used features and tools.
- **[click]** The arrow shrinks the control panel to maximize view of your screen.
- **[click]** Mute/unmute allows you to change your computer audio devices.
- **[click]** Share your webcam controls use of your webcam.
- **[click]** Once you start sharing our screen here, this button appears where you can pause and then share again.
- You can give someone your keyboard and mouse control and change the presenter using these buttons.
- **[click]** Various drawing tools allow you to draw on your shared screen during the meeting.



- To make the panes on the control panel easier to view and manage, you can undock them by clicking the box in the upper right corner of the pane and dragging it to another place on your desktop.

Distribute meeting notifications

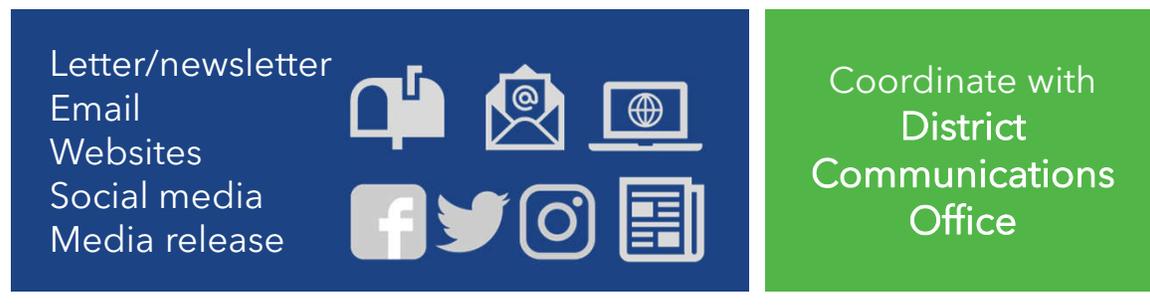
STEP 5



- Letter notifications for a public meeting start going into the mail four to five weeks prior to the public meeting.

Add VPM details to notifications

- ✓ Registration link (a unique link provided upon registration)
- ✓ Dial-in number
- ✓ Meeting access code



- Information on how to access the online public meeting, including the meeting registration link, direct dial in number and meeting access code, is provided in the letters and all other notifications send in the days leading up to the meeting.
- Other ways the public is informed about the meeting may include direct email, website content, social media posts, and traditional media releases.
- For this step, coordinate with District Communications Office, as appropriate for your district.

Rehearse

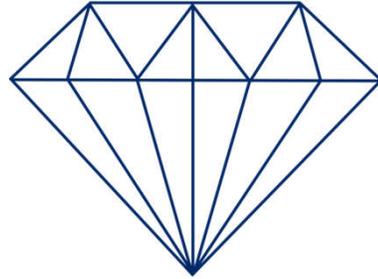
STEP 6



- A dry-run of the virtual public meeting will ensure a seamless start and elevate the team's performance.

Practice for a polished performance

- Invite organizers and panelists
- Test:
 - Online meeting platform and equipment
 - Presentation materials
 - Meeting agenda
- Identify and fix any problems



- A week or so before the meeting, send out the meeting access link to the team and schedule a rehearsal to:
 - Test the online meeting platform and equipment:
 - Practice the meeting slides and agenda:
 - And identify and resolve any problems.

Test online meeting platform in Practice Mode

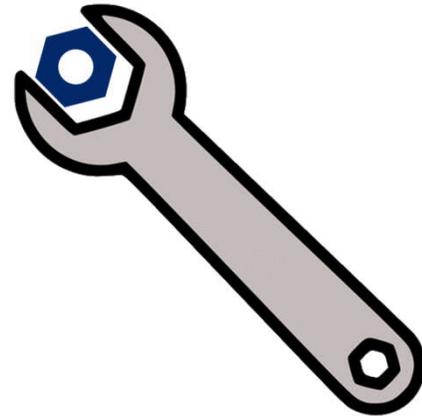
- Meeting access link
- Setting audio and webcam controls
- Passing presenter role
- Sharing screens
- Playing video
- Progressing slides
- Using question and chat boxes
- Muting and unmuting
- Launching poll questions



- After the organizers and panelists have successfully accessed the meeting, the main organizer provides an orientation to the various control panel functions including:
 - Setting the audio and webcam controls
 - Passing the presenter role
 - Sharing screens
 - Playing video
 - Progressing slides
 - Using the question and chat boxes
 - Muting and unmuting participants
 - And launching poll questions
- Team members can also practice un-docking modules from the control panel and setting up their computer desktop.

Pro Tips

- Join meeting from desktop app
- Close all non-essential applications (email and internet browsers)
- Turn off unnecessary electronics
- Silence nearby phones
- Have a backup plan



GoToWebinar Troubleshooting
<https://support.goto.com/webinar>

 **Tammy Vrana**
You're a panelist for Test Virtual
Public Meeting
Dear Gary Phillips,
Tammy Vrana (tvrana@vciplanning.com)
Outlook 

- Listed here are a few tips from seasoned online meeting organizers.
- First, join the meeting from the desktop app instead of the web browser which will improve the performance of the meeting platform.
- Close all non-essential applications, such as email, instant messaging, and internet browsers.
- Applications tap computer memory and bandwidth that are needed to run your meeting.
- Closing apps will also stop unwanted pop-ups on your screen **[click]** like this!
- Turn off unnecessary electronics to avoid disturbances.
- Silence nearby phones but keep a second one handy in case there are connection issues
- And have backup plan
 - Have multiple organizers practiced in starting and running the meeting;
 - Print the presentation so you have it in case you can't see it on your screen;
 - Have the dial in number somewhere other than your computer so you can rejoin by phone if there is a power outage or something else that affects use of your computer.

- And have a rainy-day date in mind should technical issues prevent the meeting from progressing.
- **[click]** Additional tips and troubleshooting instructions are available on the GoToWebinar website.

Test visuals on different screens



- Test the presentation visuals on different screens to see how they appear.
- Register as an attendee for the dry-run to preview the presentation from your smart phone or tablet.

Test meeting agenda

Flow and timing

- Speaker line up
- Slide progression



Slides and scripts

- Housekeeping items
- Non-discrimination statement
- Project info
- Poll question instructions
- Call to action



- Check the flow and timing of the agenda by running through the presentation slides and scripts with the team.

Delivering your presentation

- Vary your delivery
- Don't be afraid to project your voice
- Show enthusiasm!



- Encourage team members with a speaking part to practice early and often before the meeting.
- Presenting to a faceless, soundless audience can be daunting.
- We can't read the room to see how our information is being received.
- Practice is probably the best way to get comfortable talking to a screen.
- As with any presentation, mix up your tone and pace to keep the audience interested and engaged.
- Don't forget to pause....especially before or after an important point.
- This adds impact, varies the pace, and gives you time to collect yourself.
- Don't be afraid to project your voice and show enthusiasm.
- Being a little extra can help compensate for not being in the same room with your audience.

Host the VPM

STEP 7



- The day has come and it's almost time for the meeting to start.



Photo credit: Steve Jurvetson

T-30 MIN

- Start meeting in **Practice mode**

T-15 MIN

- Manage **Question box**
- Provide updates in **Chat box**
- Brief welcome to arriving attendees

T-0 MIN

- Start meeting w/recording
- Respond to attendee comments via **Questions box**



- You'll want adequate time for the team to setup and get settled, so plan to start meeting in practice mode 30 minutes prior to the published start time.
- About 15 minutes before the meeting starts, organizers will start seeing the arrival of attendees.
- At this time, the question box manager should start keeping an eye on questions coming in from attendees.
- Some may require assistance using the meeting platform.
- Use the chat box to apprise Attendees of any need to know information.
- The moderator may chime in for a short greeting and announcement that the meeting is about to begin.
- At the published start time, start the broadcast.
- Throughout the meeting, respond to comments and questions in the Questions box.
- Let attendees know that the team will be responding to comments and questions after the meeting.

Post meeting video and respond to public comments

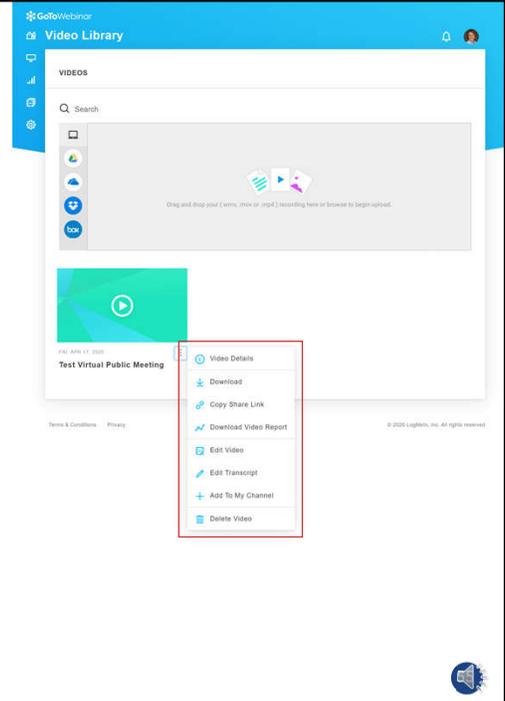
STEP 8



- After the meeting, the meeting video is posted for online viewing by the public and responses to public comments are prepared and distributed.

Sharing video

- Retrieve from GoToWebinar
 - Video file
 - Video link
- Distribute video
 - Follow-up email to attendees
 - Plan/project website
 - Social media
 - FDOT YouTube Channel
 - Project file



- To retrieve the video for sharing, go to the Dashboard on GoToWebinar.
- Click on **[click]** Past Events and select your meeting.
- The video will be shown **[click]** at the bottom of the page.
- To obtain the video, go to **[click]** Videos on the side bar.
- Look for your video and right click it.
- From the drop-down menu, you have the option of downloading the video file or copying a link to the video.
- The link is housed on the GoToWebinar site and is accessible to anyone.
- The link is a convenient way to share these very large files.
- With the video link and file in hand, you are ready to distribute the video.
 - Follow-up emails to attendees will automatically include the video if selected during meeting setup.
 - Post the link on the plan or project website and social media feeds.
 - Upload the video file to the appropriate FDOT YouTube Channel and the plan or project file.

Webinar event details	Q&A
Webinar ID	First and last name
Webinar start date and time	Email address
Webinar duration	Question number (by attendee)
Number of registrants	Date and time of questions asked
Number of attendees	Questions asked
Number of questions asked	Answer given
Number of questions answered	Answerer
	Attendee join and leave time
	Attendee time in session
	Attendee registration date and time

- If the virtual public meeting provided the option for spoken comments, those comments will be audible on the meeting video.
- To retrieve written comments from the Question box, **[CLICK]** go to the GoTo Webinar DASHBOARD and click the ANALYTICS BUTTON.
- From the ANALYTICS page, click BUILD REPORT.
- This takes you to the GENERATE REPORT page which shows nine different types of reports with different details about your meeting.
- **[CLICK]** Click Q&A Follow-Up, which includes the questions asked and answers given during the meeting.
- **[CLICK]** You'll see a prompt to select a session.
- After selecting a session, **[CLICK]** choices will be offered for file type and method of delivery, either an email of the report or download.
- **[CLICK]** The Q&A Follow-Up Report may include the data shown depending on any customizations added during the meeting setup.

Debrief with the VPM team

STEP 9



- The best time to debrief with your team is as soon as you can after the meeting has ended.
- That way the experience will still be fresh in everyone's mind.

Debriefing questions

- Did we meet our objectives and expectations?
- Were any problems encountered?
- Were problems solved? How?
- How can we replicate our successes?
- What would we like to see happen at VPMs in the future?

How'd we do?

What do the poll/survey responses reveal?



- During the debrief, think about the meeting objectives and expectations and if they were met.
- Were any problems encountered? Were problems solved?
- How were they solved?
- If something worked particularly well, identify ways to replicate that success, perhaps through sharing your knowledge with others.
- Ask the team what they would like to see happen at virtual public meetings in the future?
- Be sure to consider the results of any attendee feedback captured during or after the meeting.

Key takeaways

- Know who's out there (demographics)
- Consult Department procedures
- Obtain necessary approvals
- Use branding elements to make your VPM recognizable
- Practice, practice, practice
- Evaluate, adjust, improve!



- In conclusion, I'll point out a few key things to remember from what we have covered today.
- The first takeaway is a very important one and it is to consider demographics and community needs when planning a virtual public meeting.
- The next two takeaways are to consult Department procedures and obtain necessary approvals as you would for any public meeting.
- Fourth is to use branding elements that make your meeting recognizable to the public and distinct from other public meetings.
- We all know that practice is a necessary ingredient for a well-executed meeting and evaluating our performance is the path to better public meetings in the future.

**For more
information**



Rusty Ennemoser, PhD

State Public Involvement and
Community Resources Coordinator

rusty.ennemoser@dot.state.fl.us

FDOT Public Involvement Webpage
<http://www.fdot.gov/planning/policy/publicinvolvement>



- Thank you for viewing How to Set Up and Host a Virtual Public Meeting Using Go-to Webinar.
- If you have questions or comments about this training or other public involvement topics, please contact Dr. Rusty Ennemoser, State Public Involvement and Community Resources Coordinator.
- This and other public involvement resources are available on the Department's public involvement webpage.

The end 😊