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ZOOM WEBINAR GUIDE
People need dogs in their lives more than ever, but right now many are unable to visit shelters and fall for the dogs that so desperately want to be loved. It’s a difficult time for shelters like yours, and we know you just want to find loving homes for your animals. So, at the PEDIGREE® brand, we’ve designed a program that allows people to meet and adopt shelter dogs online, using the popular video calling platform, Zoom.

Dogs On Zoom will encourage people to enter a Zoom webinar showcasing adoptable dogs from your shelter! Multiple people can enter the webinar and interact with your adorable dogs. When an attendee has a question, they’ll simply type it using the Q&A feature. Once the host answers the question, it will be posted publicly for viewers to see. Attendee audio and video will remain off at all times.

When someone is ready to adopt a dog or learn more, they can request your adoption form directly and the shelter worker can send a link via the message feature.

In this challenging time, we hope Dogs on Zoom will help get more of your shelter dogs into more loving homes. The PEDIGREE brand is here to help.
Before You Can Get Started

Make sure you have the following set up first

*Please note this deck will refer to 4 devices, but 2 smartphones or tablets will suffice*

Get a Zoom Pro subscription
Purchasing a monthly Zoom Pro Account subscription for one host and as many participants as you anticipate (100 to 10,000 participants).
- Minimum plan needed is Zoom Pro with Webinar add on ($40/mo).

Set up Three additional Zoom accounts (Or as many accounts as you have devices)
The free version is sufficient. The email addresses of these accounts will be used to set up the other three panelists.

One laptop
This will be the host laptop. The host will start, manage, and end the webinar via the Zoom Pro account.

Four streaming devices (Four is ideal. You can use as many devices as you have available)
These devices will be used to live stream the dogs via the host’s and the three panelists’ accounts. You can use tablets or smartphones. We recommend using the back-facing camera to ensure the highest quality video. You should also set your camera specs to the highest possible quality. This is typically found in the camera settings on your device.

Tripods or other device holders (according to how many devices you are using)
These tools will help stabilize the streaming devices. A device holder can be as simple as propping an ipad on a stable chair or table.

Set up webcam or webcam app on host laptop and one of the streaming devices
Download the webcam app to the host device. This way, the host laptop can be used to manage the webinar while simultaneously streaming one of the dogs.
Guide for Streaming on Zoom

To make sure the dogs are clear and visible on the Zoom call, here’s a list of handy dos and don’ts for the best results.

**Do**

- Stabilize the streaming device using a tripod or other device holder. Propping up the device could also work (more detail on page 6).
- Center the dog within the frame, so their face fills most of the screen (more detail on page 6).
- Shoot in horizontal orientation.
- Make sure the dog is in a space with plenty of light.
- Make sure no people are visible in the frame.
- Ensure your device settings are set to record 24fps at least 1080p.
Guide for Streaming on Zoom

Don’t

- Place the device towards a bright backdrop (this will make the dog a silhouette).
- Place the dog in very bright harsh lighting or somewhere with very dim lighting.
- Shoot in vertical orientation.
- Hold the device by hand when on Zoom - this will cause too much jittery motion.
- Talk to the dogs while on the Zoom call. If you have to direct the dog, mute the call.

Vertical Video
(Portrait – taller than it is wide)
Stabilization and Device Distance

Stabilization
It’s important to stabilize each streaming device so the Zoom attendees can see each dog perfectly. Figure out a setup so the dogs cannot knock over or interrupt the live video call. Tripods or device mounts will work the best, however this will be determined based on the room and each shelter setup. A simple propping up of the device could even work!

Recommended Device Distance
The size of the dog will dictate how far it should be from the camera to get it perfectly framed. To the right is a recommendation for how far away the device should be for different sized dogs. We recommend to place the camera anywhere from 2-4 feet high, depending on the size of the dog and filming location.

** Please note that this is assuming no tight or wide angle settings have been applied to your devices camera.
Keeping dogs engaged on Zoom

Obviously, dogs will be dogs, and if they don’t want to look at the camera, they won’t. With that said, here are some fun, creative ways you can get them to keep looking at the camera:

- Hold a toy or treat right above or behind the camera so that the dog looks towards it.
- Play a video of another dog on your phone, holding it above the camera!

Ultimately, do whatever you think will work best…. after all, no one knows your dogs like you do!
For Dogs on Zoom we will be using the webinar feature on Zoom. The following pages will guide you on how to set up a webinar and interact with the attendees that join.

Zoom Webinar Guide

Setting up Zoom Accounts
- Host
- Panelists

Webinar Template

Attendee Registration Process

How to Start the Webinar

Roles in a Webinar

Asking Questions during the Webinar
Setting up Zoom Accounts: Host

Setting up Zoom Account for Host

- Designate a laptop that will be used as a host laptop. This laptop will be used to start, control, and end the webinar.
- Designate a tablet or smartphone to be used as the host’s webcam. Alternatively, you can use a wireless webcam.
- The host laptop will be used to control the webinar, while simultaneously streaming one of the dogs via the device used as a webcam. To do so, you will need to install a webcam software on your laptop, as well as a webcam app on the designated streaming device:
  - If you’re using a Windows laptop and want to use your iPhone or iPad as a webcam, download and install the iVCam viewer software. On one of the streaming devices (iPhone/iPad), download the app called iVCam Webcam. Connect the laptop with the streaming device.
  - If iVCam isn’t accessible, you may also use EpocCam as an alternative. See detailed instructions here.
  - If the webcam apps are not working properly, use a wireless webcam as the host camera and connect it to your host laptop.
  - Always make sure that the host laptop and streaming device are on the same wifi network.

Setting up Zoom Accounts for Panelists

- Designate three additional devices to be used as panelists. These will feature the three other dogs.
- Set up Zoom accounts for each of the their three devices to be used during the event.
- These email addresses can be set up as panelists prior to the webinar (see How Can I Set Up the Panelists Prior to the Webinar? for more details).
Webinar Template

What Is a Webinar Template?

The webinar template allows users to save the settings for a webinar as a template for scheduling future webinars. The template includes basic settings, such as whether to disable Q&A, as well as more advanced settings. We recommend creating a Webinar template which can be used for several live streaming events.

How Can I Create a Webinar Template?

1. Sign in to Zoom web portal.
2. Click “Webinars” on the left-hand side.
3. Click “Schedule a Webinar.”
We recommend you use the following settings and click “Save.” (Note that the webinar password is automatically generated by Zoom.)

Webinar Template
How Can I Schedule a Webinar?

1. Sign in to [Zoom web portal](https://zoom.us).
2. Click “Webinars” on the left-hand side.
3. Click the “Webinar Templates” tab.
4. Go to the “Action” column and click “Schedule a Webinar with this template.”
5. Change date, time, duration and time zone as needed. Leave rest as is. Scroll down and click “Save.”
How Can I Customize My Webinar?

Once you have scheduled a webinar, you can customize it even further:

1. Sign in to [Zoom web portal](https://zoom.us).
2. Click “Webinars” on the left-hand side.
3. Go to the “Upcoming Webinars” column and under “Topic,” click on the Webinar you wish to edit.
4. The scheduled webinar will open up in a new window. See next page for more details.
How Can I Customize My Webinar?

On the scheduled webinar page, scroll all the way down until you see the section Invitations, Email Settings (wording of registration email), Branding, Polls, Q&A, and Integration tab. Click on each of these tabs and edit the settings as needed.

How Can I Set Up the Panelists Prior to the Webinar?

![Panelists](image-url)
The Dogs on Zoom webpage will direct people to a registration link to the webinar. Once they have registered, they will receive a confirmation email with an invitation link to participate in the webinar. The email will also include instructions (editable by the host) on how to ask questions during the webinar.

Attendee Registration Process

Hi Hannah,

Thank you for registering for "Pedigree Test Webinar". When you join the webinar's "conference room," your video will be off and your audio muted. To ask the host a question, you can click the Q&A button at the bottom of your video screen. A pop up window will open up and you will be able to type in your question.

Please submit any questions to: woofwood@gmail.com

Date Time: Apr 21, 2020 10:46 AM Eastern Time (US and Canada)

Join from a PC, Mac, iPad, iPhone or Android device:
Click Here to Join
Note: This link should not be shared with others; it is unique to you.
Password: 12345
Add to Calendar Add to Google Calendar Add to Yahoo Calendar

Or iPhone one-tap:
US: +12532158782,,0# or +13017158682,,0#

Or Telephone:
Dial (for higher quality, dial a number based on your current location):
US: +1 253 215 8782 or +1 301 715 8682 or +1 312 626 6799 or +1 346 248 7799 or +1 669 900 6833 or +1 929 205 6899
Webinar ID: 000 003 000
Password: 123459
International numbers available: https://us02web.zoom.us/u/kenu8Ut1tF

You can cancel your registration at any time.
How to Start a Webinar

1. On the host laptop, sign in to Zoom web portal.
2. Go to “My Account,” click on “Webinars” on the left-hand side, open the “Upcoming Webinars” tab, and hit “Start” next to the scheduled webinar (see below).
3. On the streaming device that you will be using as the host laptop’s webcam, open the webcam app and wait until the device has been detected by the laptop. You may have to click the arrow next to the video icon in the host controls and select the device manually. Make sure the device and laptop are connected to the same WiFi network.
Roles in a Webinar

What a host and panelist can see and do is different from what an attendee can see and do. Here's a list of the differences.

**Host and Panelists**
- can see the host and panelist videos
- can see the names of all participants, including attendees, on a list on the right hand side
- can manage their cameras and audio, which by default are turned on
- the host can change the permission settings of each participant by hovering over a participant's name and clicking "more" e.g., if you would like to allow the participant microphone to be turned on. You can then turn it back off.

**Attendees**
- can only see the host's and panelists' videos
- can see the number of attendees (at the top of their screen) but not their names
- have their cameras turned off and their audio muted
- can ask questions by clicking the Q&A icon (see slide Asking questions during the webinar)
Roles in a webinar

Host View

Click this tab to see the **panelists**: The panelists'/dogs’ names can be edited by clicking “More” and “Rename.” You can also add the dog’s age to avoid repetitive questions.

View **attendees** by clicking the “Attendees” tab. Change the attendee’s permissions and unmute them by clicking “Allow to talk” or remove them (under “More”).

Mute/unmute all participants at once

To make the Participants List appear (on the right-hand side), click “Participants” icon

End Meeting
Asking Questions During the Webinar

- To ask a question, the attendee has to click the Q&A icon at the bottom of their screen.
- The Q&A window will pop up and the attendee can type in a question.
- The person at the shelter designated to answer questions by attendees will respond by typing in the answer.
- The questions and answers can be seen by everyone.
- You can then mark the question as answered, or choose to not answer the question and remove it.
Asking Questions During the Webinar

1. To ask a question via the “Q&A” feature, an attendee has to click on the “Q&A” icon (attendee view):

2. The host will receive a notification in their control panel: a red circle with the number of open questions above the “Q&A” icon:

3. To open the Q&A, the host has to click on the “Q&A” icon in the control panel. The Q&A window will pop up:
Asking Questions During the Webinar

4 The host or a panelist can answer the question by choosing “Type answer” and typing the answer into the answering field and hitting “Send”:

5 The questions and answers will become visible to everyone only once they have been answered by the host or a panelist. The answers can be amended by clicking “Type answer.”
THANK YOU!