How to Create a Webinar Room

Setting up a one-to-many broadcast: who can watch, public registration, speakers and viewers, and streaming.

A webinar is a room with **Webinar Mode** on: a few speakers on camera, and an audience that watches. On an Enterprise account a webinar holds up to 500 people, with up to 50 of them on camera.

This guide covers what is different about a webinar. The parts of the form a webinar shares with a meeting (templates, the schedule, the room features, sending invitations) are covered in How to Create a Meeting Room.

1. Turn On Webinar Mode

Start a room as you would a meeting: click **Rooms** in the sidebar and click **Create Room** (or double-click a date on the calendar), then name and schedule it. Under **Room Mode**, turn on **Webinar Mode**.

Speakers join with video and audio, and everyone else is view-only. With chat on, viewers can read the room chat and message the hosts privately. Turning Webinar Mode on also moves an Open room to Invite Only, since most webinars start from a list of invited or registered people. You can change that in the next step.

The welcome image viewers see before the broadcast starts is added once the room exists (step 7). Going live, and everything else on the day, is covered in How to Run a Webinar.

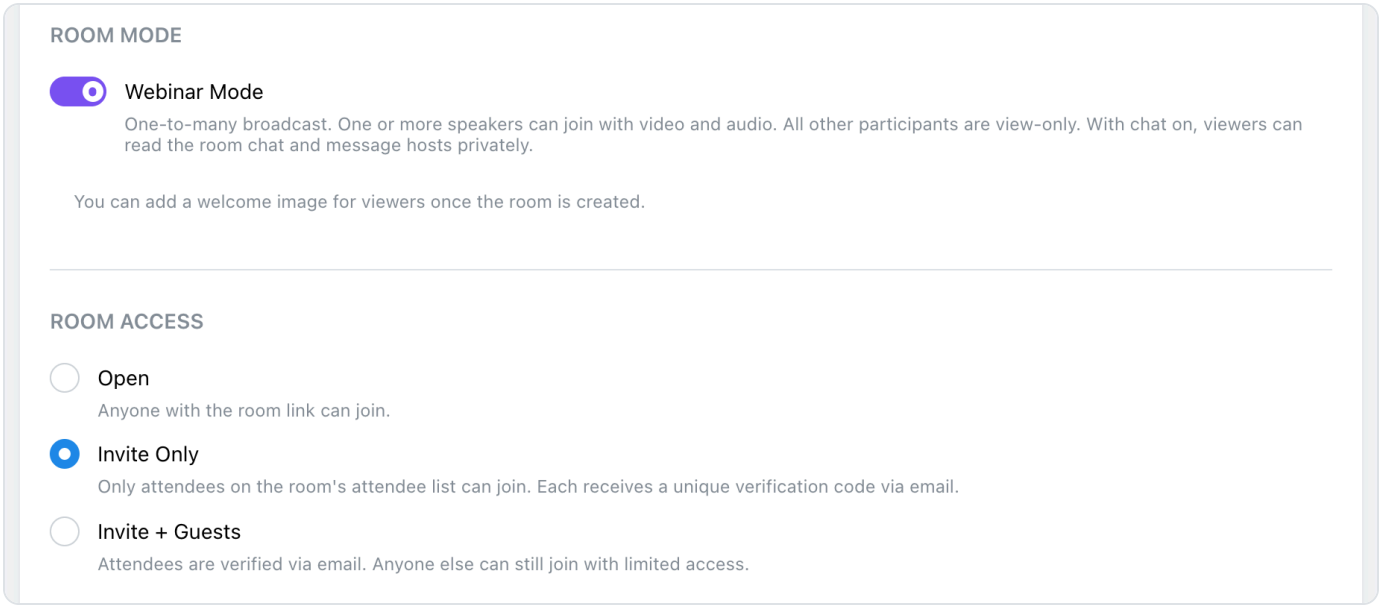
2. Choose Who Can Watch

Room Access works a little differently in a webinar, because anyone who is not on the attendee list always joins as a viewer:

- **Open:** anyone with the room link joins and watches.
- **Invite Only:** only people on the attendee list can join, including everyone who registers. Each one confirms who they are with a code sent to their email address.
- **Invite + Guests:** people on the list join in the role you gave them, and anyone else with the link joins as a viewer.

There is no Guest Access Mode in a webinar, since guests can only ever watch. Registration is offered with Invite Only and Invite + Guests.

> **BEST PRACTICE: Use Invite Only with registration for a public webinar**
> You get a list of everyone who signed up, with the details you asked for, and only they can get in. Open suits an internal broadcast, where the link alone is enough.



3. Set Up Registration

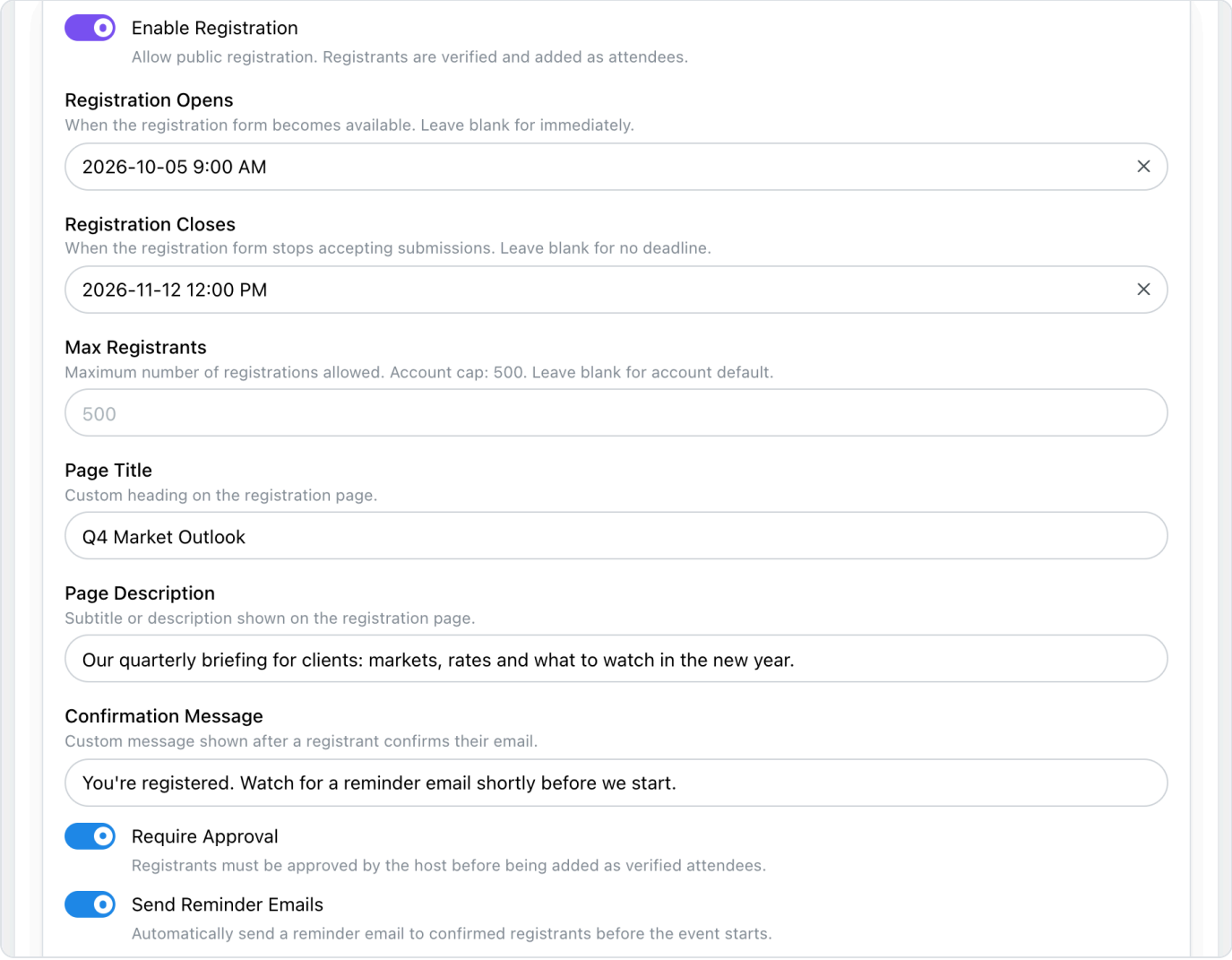
Turn on **Enable Registration** to give the webinar a public sign-up page. Then fill in:

- **Registration Opens** and **Registration Closes:** when the form accepts sign-ups. Leave them blank to open immediately and never close.
- **Max Registrants:** leave it blank to allow your plan's limit (500 on Enterprise).
- **Page Title** and **Page Description:** the heading and subtitle on the registration page.
- **Confirmation Message:** shown once a registrant confirms their email address.
- **Require Approval:** each registrant waits for you to approve them before they are added to the list.
- **Send Reminder Emails:** a reminder with the link to join goes to everyone registered shortly before the webinar starts.

Here is what happens when someone registers:

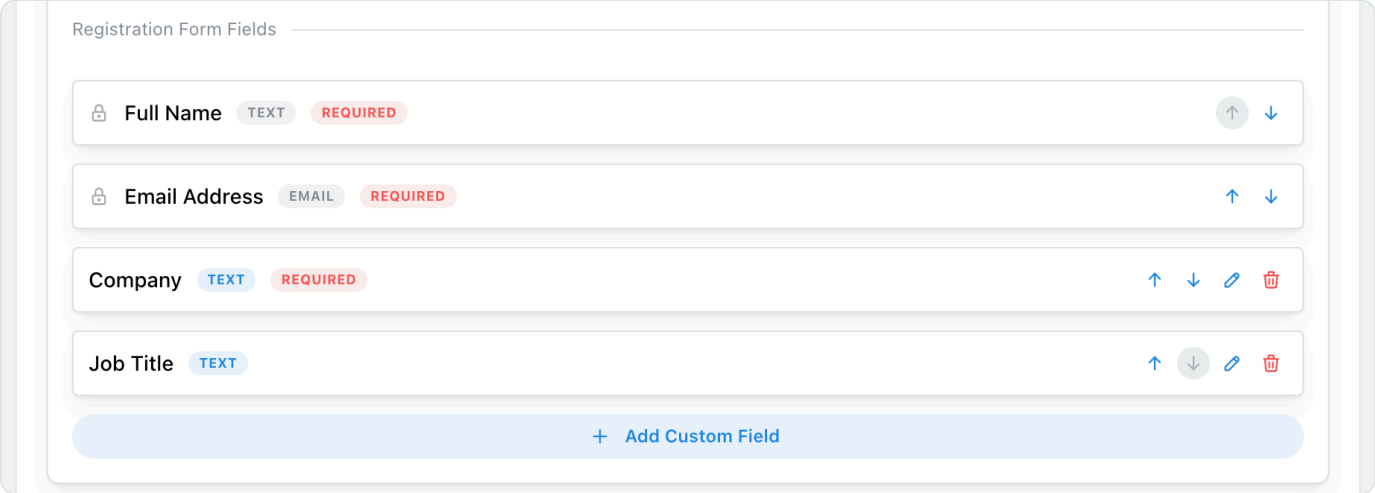
1. They fill in the form on the registration page.
2. They receive an email with a link to confirm their address.
3. Confirming adds them to the attendee list as a viewer. With Require Approval on, it puts them in your approval queue instead (step 8).
4. Shortly before the start, they receive the reminder with the link to join.

> **GOOD TO KNOW: Reminders need a scheduled start time**
>
> The reminder is timed from the webinar's start, so it is sent only for a Scheduled Room, once, ahead of its first day. A Standing Room has no start time and sends no reminder.



Under **Registration Form Fields**, **Full Name** and **Email Address** are always asked. Click **Add Custom Field** to ask for more: a Text, Text Area, Dropdown (with the options you list), or Checkbox field, each optional or required. Use the arrows to change the order.

> **BEST PRACTICE: Ask only for what you will use**
>
> Every answer is shown beside the registrant in the Registrations window and included in its CSV export, so a field like Company or Job Title is worth asking for when you will follow up afterwards. A shorter form is quicker to fill in.

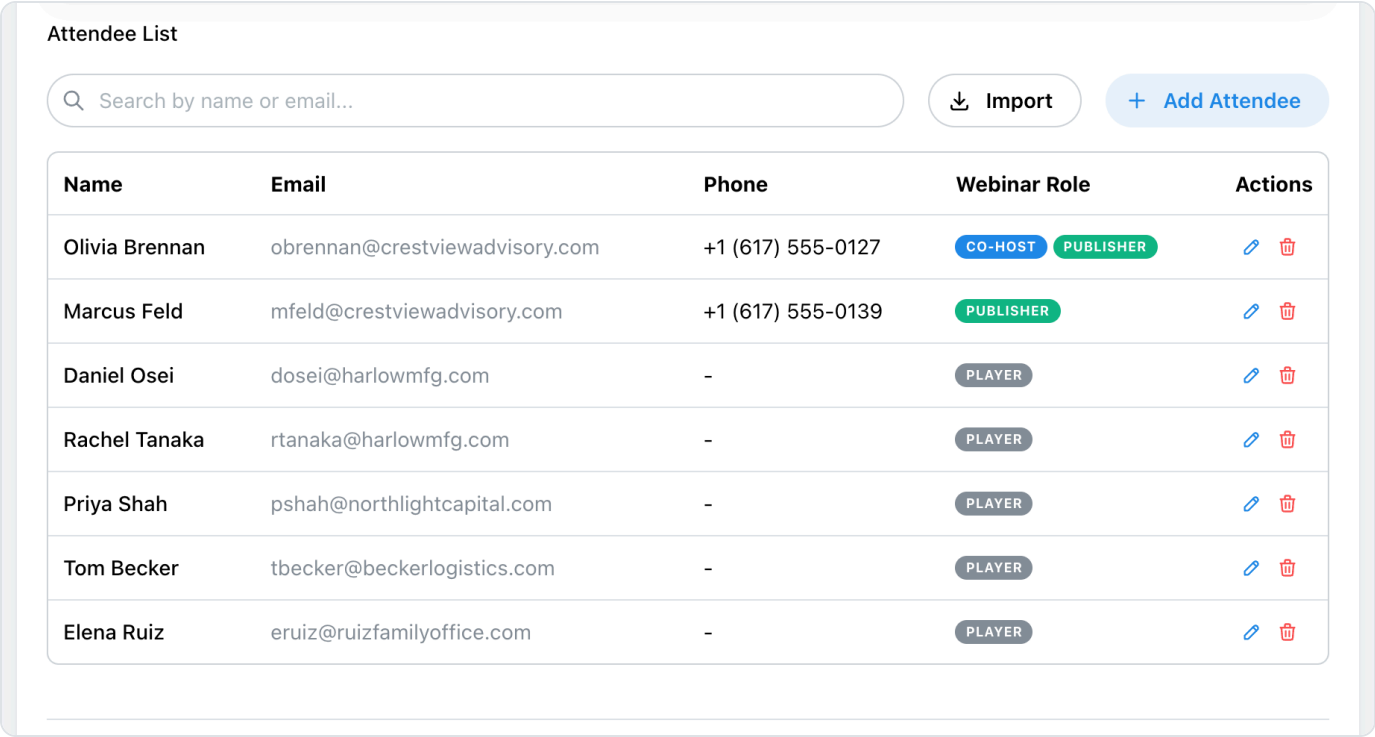


4. Add Your Speakers

In a webinar the **Attendee List** has a **Webinar Role** for each person:

- **Publisher (Speaker):** on camera, speaking to the audience.
- **Player (Viewer):** watches the broadcast.

New attendees start as viewers, and viewers start without access to shared files. Co-hosts are always speakers. Everyone who registers is added for you, as a viewer.

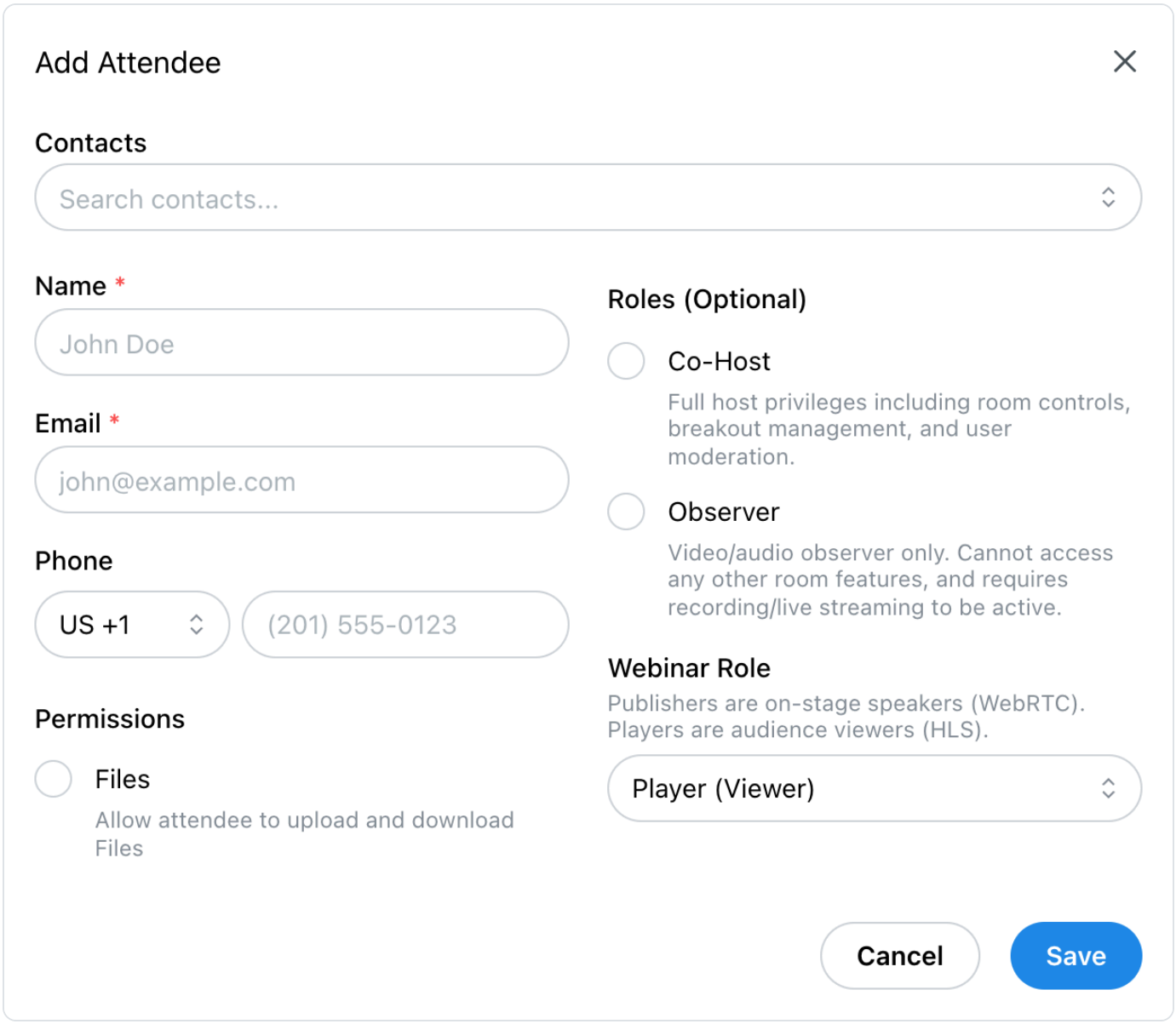


BEST PRACTICE: Put every speaker on the list before the day

A speaker on the list arrives on camera and ready to present. A host can also bring a viewer on camera during the webinar, but that is for the audience question, not for your panel.

GOOD TO KNOW: Viewers are a few seconds behind

Viewers watch a broadcast of the room rather than joining the call, which is what lets a webinar hold hundreds of people. It reaches them a few seconds after the speakers say it, so allow a moment for audience questions to arrive.



5. Features, Recording and Streaming

Room Features work as they do in a meeting (see step 7 of the meeting guide). Chat and Files are the ones a webinar usually needs: chat for audience questions, and files for the speakers' slides and documents.

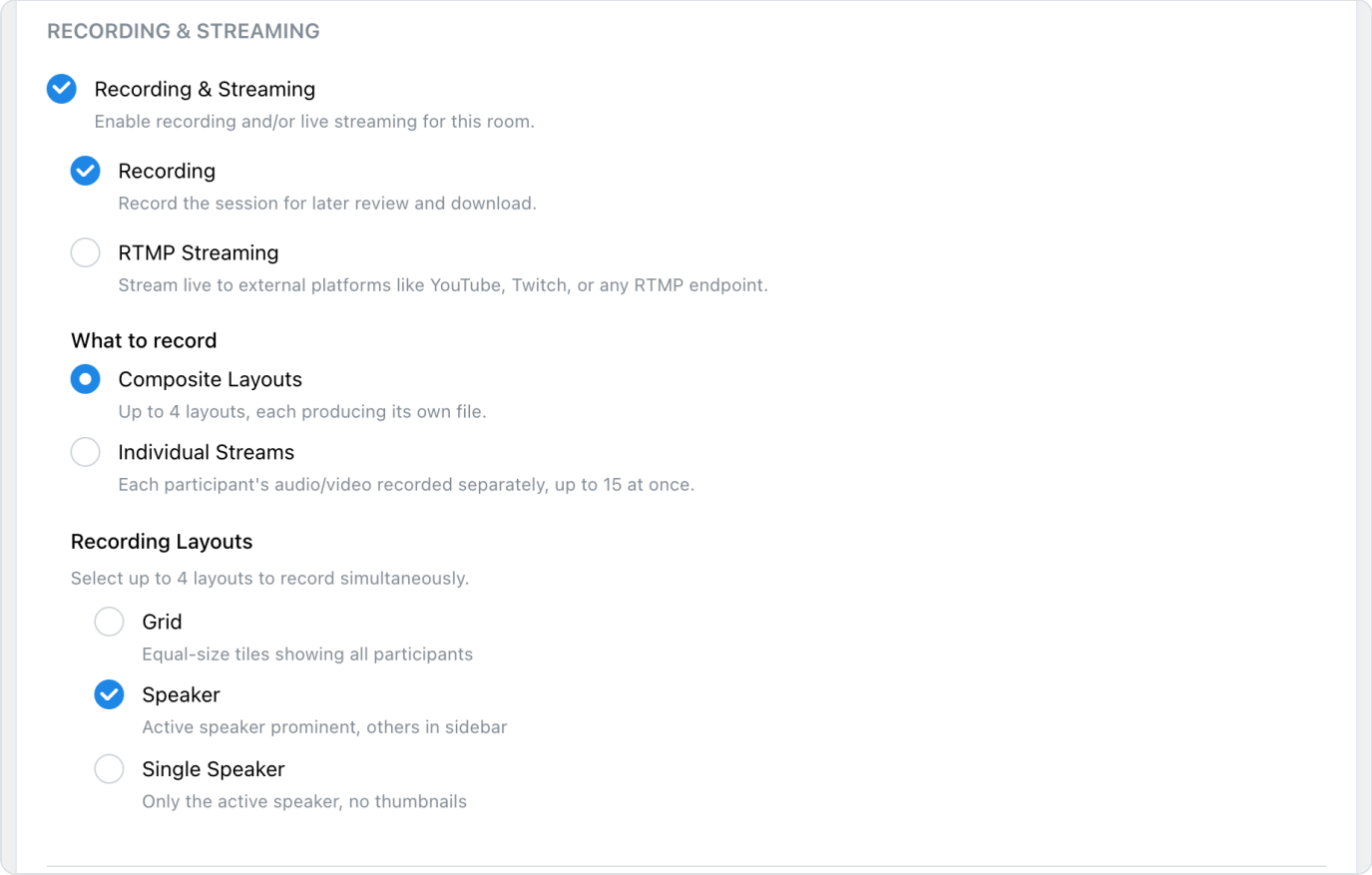
Under **Recording & Streaming**, choose the layouts. A webinar is recorded whenever it is live (see How to Run a Webinar), and these layouts are both what your audience watches and what is saved.

BEST PRACTICE: Record the Speaker layout

Speaker follows whoever is talking, which is what a webinar is watched for. Add Grid as a second layout if you want the panel side by side; viewers can then switch between the two.

GOOD TO KNOW: Going live also streams to RTMP destinations

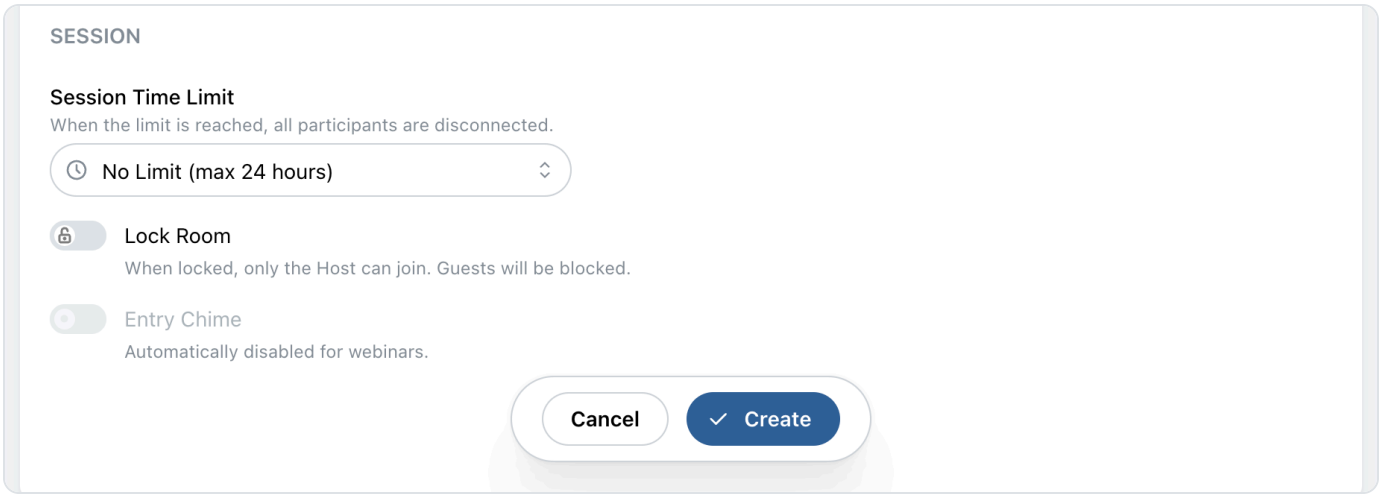
To send the webinar to YouTube, Twitch or another RTMP destination as well, turn on **RTMP Streaming** and add each destination under **RTMP URLs**. The stream starts when a host clicks Go Live and stops with the recording at End Broadcast.



6. Session Settings, Then Create

Session Time Limit and **Lock Room** work as they do in a meeting. **Entry Chime** is switched off for webinars, so arrivals never interrupt a speaker.

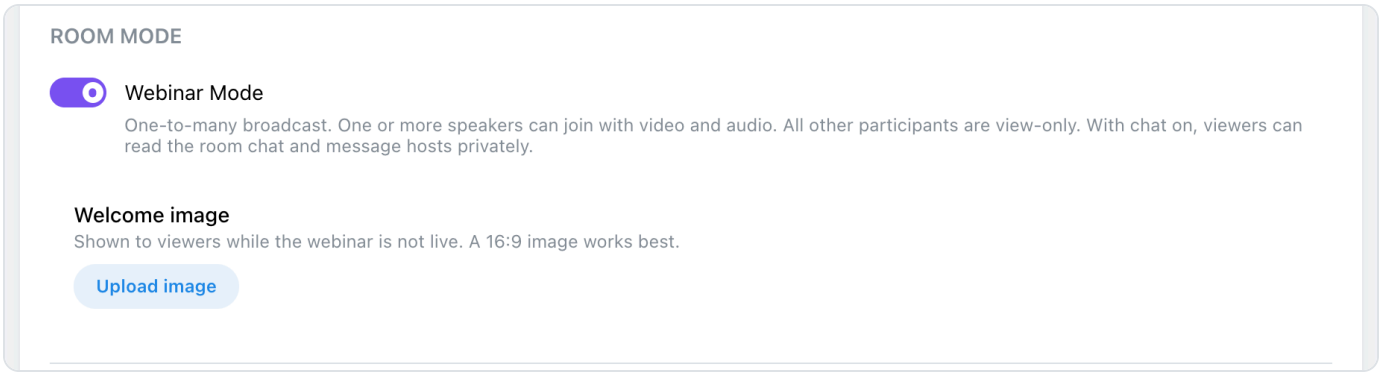
Click **Create**.



7. Add a Welcome Image

Select the room in the Rooms list and click **Edit**. Under Webinar Mode, click **Upload image**. Viewers see this image whenever the webinar is not live: before a host starts the broadcast, and after it ends. A 16:9 image works best, as a PNG, JPG, WebP, or GIF.

> **BEST PRACTICE: Put the start time on the welcome image**
>
> Viewers who arrive early see only this image. A title slide with the webinar's name and start time tells them they are in the right place.



8. Share the Registration Link and Manage Registrations

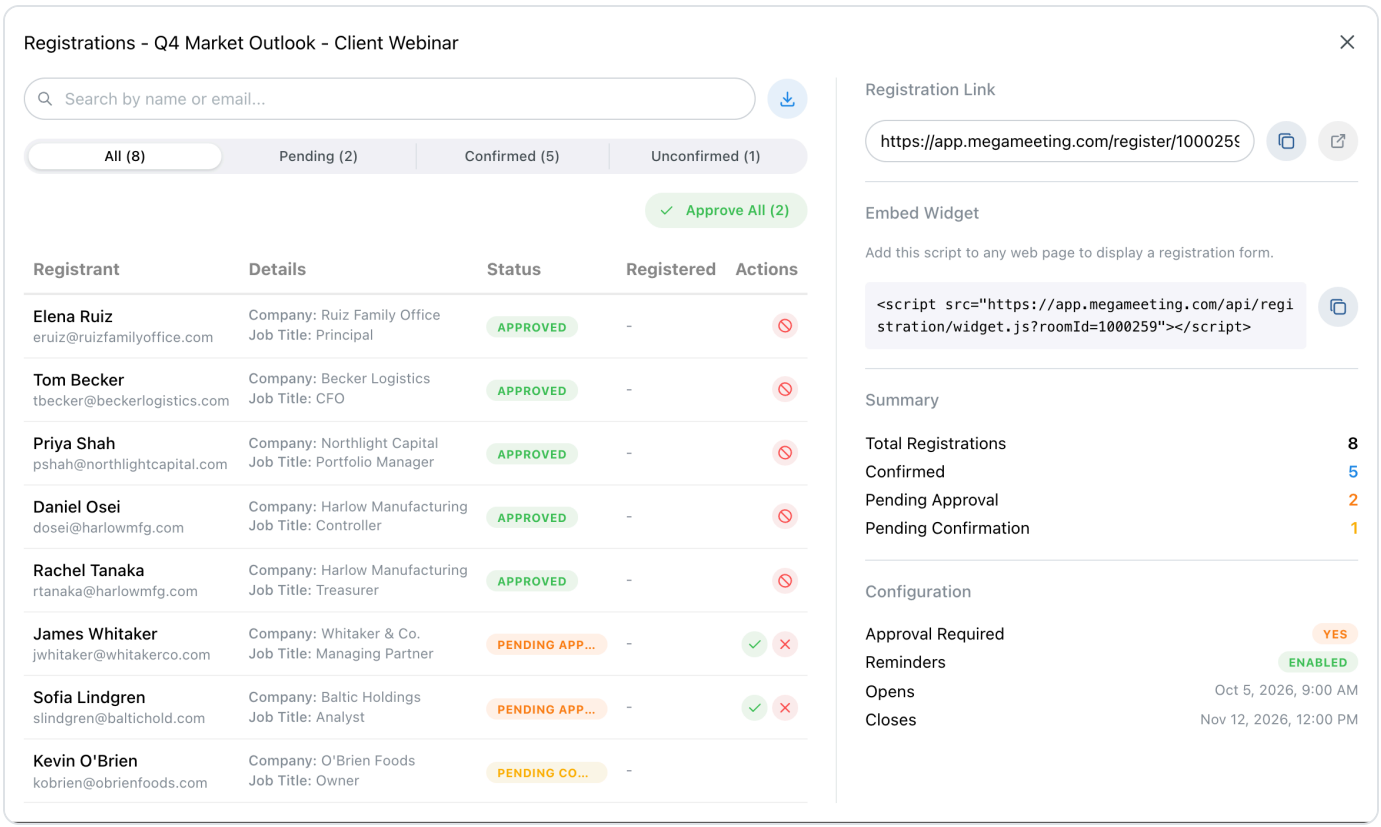
When registration is on, selecting the room in the Rooms list adds a **Registration** button to the action bar. It opens the Registrations window:

- **Registration Link:** the sign-up page to share in emails, posts and ads. Copy it, or open it to see what registrants see.

- **Embed Widget:** a line of code that puts the registration form on any page of your own website.
- **The registrant list:** search by name or email, filter by status, and download everything as a CSV file.
- **Approving:** with Require Approval on, approve or reject each person, or use **Approve All**. Anyone confirmed or approved can have their registration cancelled.

Unconfirmed means the person registered but has not yet clicked the link in their confirmation email. They are not on the attendee list until they do.

Speakers and anyone else you added yourself are invited with the **Invite** button, exactly as for a meeting.



Before the Webinar

- Is Webinar Mode on, and does Room Access match who should be able to watch?
- Is the room scheduled, so registrants get their reminder?
- Are registration's open and close times right?
- Is every speaker on the list as a Publisher, and have they been sent the invitation?

- With approval on, is anyone still waiting to be approved?
- Is the welcome image uploaded?