Zoom Video Webinars

Humanize your connection with large audiences

Put presenters, not presentation slides, front and center

Connect in a more personal way

Stop hiding behind content and put your authentic self front and center. Audiences who can view your expressions and read your body language are more likely to trust you, your message and remain engaged.

Present with confidence

Leverage appearance filters and studio effects, immersive virtual backgrounds, noise suppression controls and other innovative features to present your best self no matter where you are located.

Scale to large audiences

Reliably and securely scale to 50,000 people in your live video webinar without lag. Grow your external audience by live streaming your event on YouTube Live, Facebook Live and other custom streaming services.

+ Allow 100+ presenters to share HD audio, video and screen simultaneously side-by-side

+ Join from any device including desktop, laptop, mobile, Zoom Rooms, and Zoom Conference Room Connectors.

+ Reach all audiences with accessibility features like closed captioning, language interpretation, keyboard shortcuts and screen reader support

+ Easily promote attendees to panelists to support audience connection and participation

+ Simplify workflows through pre-built integrations with marketing automation, CRM, video management and learning management solutions

"Zoom has become vital in the entire webinar (before, during, and after) marketing process. Zoom does it all, and our webinars are now easy and simple for everyone to create and consume. Zoom is one of those must-have innovative tools that marketers should have in their tech stack if they want to run a successful world class webinar program."

Gabe Villamizar | *Head of B2B Marketing*

Lucidchart

Unlimited Audio

Unlimited audio for VoIP and global dial-in (toll applies) for 120+ countries

Security and privacy

AES 256-bit GCM encryption standards. SSAE 16 SOC 2 Type certification. FedRAMP authorized. HIPAA compliant.

Reporting and analytics

Webinar registration, attendance and audience engagement reports

Professional services

Zoom event consultants and AV production experts to partner with you on webinar set up, planning, rehearsal, and live support

Control the experience

Granular host controls allow you to define the experience with flexibility to adjust settings after you start the webinar.

Promote your brand

Brand your webinar registration page and reminder emails with your logo and theme. Add your logo as a watermark to your live streaming webinars.

Interact and engage with your audience

Support audience conversations about your content through chat, Q&A and live polling. Easily promote attendees to panelists who can share audio and video.

Support real-time connections without audio and video lag

Broaden your reach with a solution you can trust

Simple

- Intuitive user interface
- One-click HD screen sharing
- Join from any device
- Save webinar settings as a template

Scalable

- 100+ live panelists who can share audio, video and screen
- Up to 50,000 live participants (hosts, panelists, attendees)
- No audio or video lag
- Live streaming to unlimited audience

Secure

- Two-Factor Authentication
- AES 256-bit GCM encryption
- Require passcode or authentication
- Deny, block or remove attendees
- Lock webinar access

Innovative

- Speaker Spotlight
- Studio Effects
- Slides as Virtual Background
- Share video and screen simultaneously side-by-side
- Audience chat and Q&A moderation features

Extendable

- Pre-built integrations with Zoom App Marketplace (Marketo, Salesforce, Kaltura, PayPal, etc.)
- Client SDKs
- Fully Customizable SDKs
- Developer APIs

Humanize your connection with large audiences

Zoom Video Webinars are different than other solutions because of the incredible quality, reliability, and scalability of its live video connection. Seeing the presenters makes a world of difference in building personal connection, engagement, and trust.

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