# How to engage with your Webinar Audience

In Zoom Webinars, you have the option of using either Zoom Chat, the Q&A function or both to engage with your audience.

Zoom Chat

1. Click on the Chat button at the bottom of your Zoom Webinar window to open the Chat window.
2. As the Host, you can control who can use the Chat function by opening the Chat window and clicking on 'More' as per the following picture.
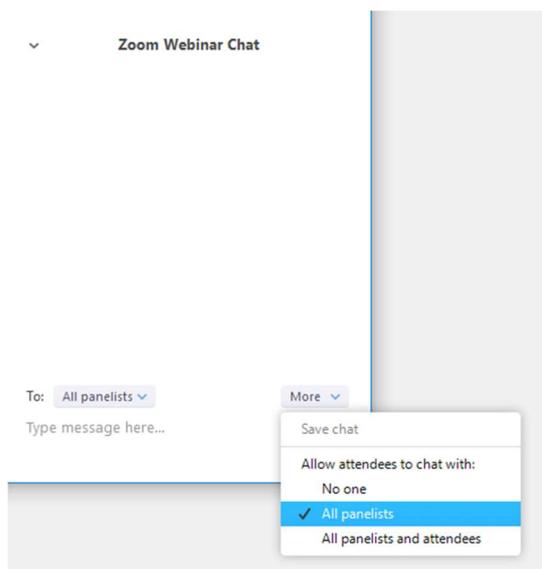
- You can choose to allow attendees to chat with no-one, all panelists or everyone.
- Panelists can send a message to all panelists, all attendees and panelists, or an individual panelist.
3. To send a message, type it into the Chat window, click on the 'To:' dropdown to choose who you want to send your message to and click 'Send'.
4. If the host has disabled Attendee chat, Attendees will still be able to view messages sent by the host and other panellists if they have their Chat window open.

For more details on using Webinar Chat, check this Zoom Support page: https://support.zoom.us/hc/en-us/articles/205761999-Webinar-Chat

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Webinar Q&A function

The Question & Answer (Q&A) function for webinars allows attendees to ask questions during the webinar and for the panelists, co-hosts and host to answer their questions.

1. To enable the Q&A function, log in to your Zoom account, go to the Webinar section and click on your upcoming Webinar.
2. Check the box next to 'Q&A'.
3. Scroll down to the tabs at the bottom of the page and click on the Q&A tab to configure the Q&A.
   - You can choose to allow attendees to ask questions anonymously or only by providing their name.
   - You can also choose whether attendees can see all questions or only those that have been answered by the host/panellists.
4. To view and answer the Q&A during the webinar, the host or panellist clicks on the Q&A button to open the Q&A window.
5. They can then choose to 'Answer Live' to answer the question out loud during the webinar or 'Type Answer' to type out their answer for the attendee, in which case they type their answer and click Send.

For more details on using Q&A, check this Zoom Support page:
https://support.zoom.us/hc/en-us/articles/203686015-Getting-Started-with-Question-Answer