

Making Webinar Registration and Tracking Easy with an iMIS Integrated Zoom Solution

Presented by:
Association Technology Solutions

- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- 2015 & 2016 Authorized iMIS Solution Provider (AiSP) of the Year



Presenter:

Randy Richter

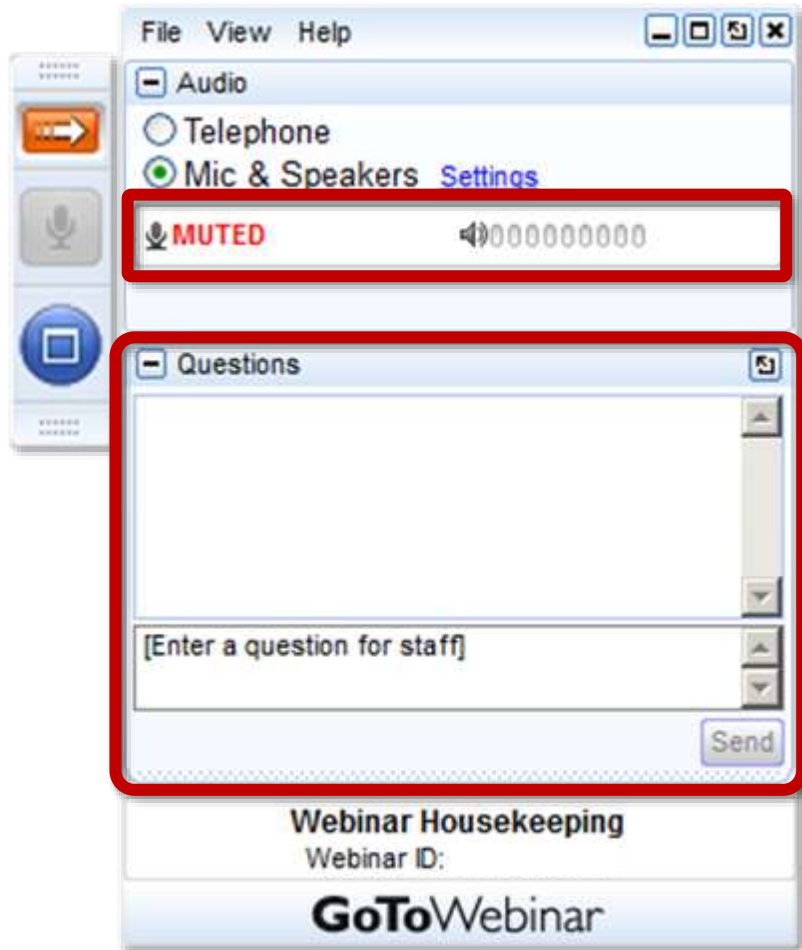
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- Attendees are muted to reduce background noise
- Remember to ask questions via the **Questions** panel
- Questions will be answered during Q&A after presentation is complete

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From Zoom's June 2 earnings call for its fiscal Q1 ended April 30:

- 1. Customer growth of 354%.**
Zoom deployed "millions" of licenses for new customers in the quarter, with its category of "customers with more than 10 employees" spiking 354% year over year.
- 2. Big banking customer goes all-in on Zoom.**
A large bank that had not done business with Zoom before deployed about 175,000 new Zoom enterprise licenses in the quarter.
- 3. Stunning sequential growth.**
Among the Global 2000, usage by customers grew more than 200% *sequentially*—not year over year but compared to the quarter ended January 31.
- 4. In 4 months, 30X growth in daily participants.**
In December 2019, Zoom had 10 million daily meeting participants. Just 4 months later, in April 2020, more than 300 million daily meeting participants were using Zoom.
- 5. 100 billion to 2 trillion in just 3 months.**
Each month, Zoom calculates its annualized run rate for meeting minutes. For January, that figure was 100 billion. Just 3 months later, it was 2 trillion meeting minutes based on April's annualized run rate.
- 6. Amazon provisioned thousands of servers daily.**
From Yuan's opening remarks on the earnings call: "Immediately during the crisis, our longtime partner AWS and its CEO Andy Jassy enabled us to meet this rapidly increasing demand. As our demand increased and we had limited visibility into the growth, AWS was able to respond quickly by provisioning the majority of the new servers we needed, sometimes adding several thousand a day for several days in a row." (And for some insight on Oracle's role in helping Zoom keep up with that soaring demand, check out Can Larry Ellison Turn Zoom & Autonomous DB into Big-Time Oracle Cloud Revenue?)
- 7. Revenue soars 169% to \$328 million.**
Pre-pandemic, Zoom had guided for \$201 million. Of that huge actual increase, new customers accounted for 71% of the increase.
- 8. Big businesses are beating a path to Zoom's door.**
For the quarter, Zoom finished with 769 customers paying Zoom more than \$100,000 in trailing 12-month revenue, up 90% from Q1 a year ago.
- 9. Gorging on global growth.**
Revenue growth rate for the Americas was 150%, while revenue for APAC and EMEA (combined) grew at 246%. As a result, APAC and EMEA now contribute about 25% of Zoom's revenue.
- 10. The rocket ride will continue.**
After responsibly saying that forecasts in today's troubled climate are difficult to make, Zoom offered Q2 guidance of \$495 million to \$500 million for the three months ending July 31. If Zoom can hit that \$500-million target, that would represent a staggering *sequential* growth rate of 52.4%.

Source: <https://cloudwars.co/covid-19/zoom-quarter-10-eye-popping-stats-from-techs-new-superstar/>

- iMIS Customers use Zoom to
 - Register users in Zoom based on registration for an event in iMIS
 - Bulk registration of registrants in Zoom through an IQA query
 - Create prospects in iMIS based on Zoom participation
 - Support multiple Zoom accounts with multiple webinars at one time.





ZOOM BRIDGE FOR IMIS

- Works with Zoom Meetings and Zoom Webinars
- Requires a Pro Plan or higher to use the API
 - For webinars requires the Zoom Webinar Add-On

Zoom Meeting Plans for Your Business

[Zoom for Education](#) | [Zoom for Telehealth](#) | [Zoom for Developers](#)

Basic	Pro	Business	Enterprise
Personal Meeting	Great for Small Teams	Small & Med Businesses	Large Enterprise-Ready
Free	\$ [redacted] /mo/host	\$ [redacted] /mo/host	\$ [redacted] /mo/host
	Purchase up to 9 hosts per account	Starting at 10 hosts for \$199.9/mo	Starting at 100 hosts for \$1,999/mo
Sign Up, It's Free	Buy Now	Buy Now	Contact Sales
Host up to 100 participants	All Basic features + Includes 100 participants Need more participant	All Business features + Join by Zoom Rooms (starting at \$ [redacted] /mo)	All Business features + Enterprise includes 500 participants Enterprise Plus includes 1,000 participants Unlimited Cloud Storage
Unlimited 1 to 1 meetings	Meeting duration limit	Join by Toll-free dialing or Call Me (starting at \$ [redacted] /mo)	Dedicated Customer Success Manager
40 mins limit on group meetings	User management	Add Video Webinars (starting at \$ [redacted] /mo)	Executive Business Reviews
Unlimited number of meetings	Admin feature control		Bundle discounts on Webinars and
Ticket Support	Reporting		
+ Video Conferencing Features			



- Register attendees in iMIS. These can be “free” or “paid” registrations, or a combination of both.
- Setup event in iMIS as you would normally.
- Create one or more functions in iMIS

The screenshot shows the iMIS registration interface. On the left is a dark blue sidebar with the iMIS logo and a menu including: Cloud Data Manager, Online Marketplace, Community, Membership, Fundraising, Events (with sub-items: Dashboard, Find events, Add event, Calendar, Issue event confirmations, Manage templates), Commerce, Marketing, and Certification. The main content area has a search bar and tabs for Showcase, Dashboard, Registrants, and Questions. The 'Registrants' tab is active, showing details for the 'ZOOM 2020' event. The event description is 'This is the webinar description.' The date is 'When 12/15/2020'. There is an orange 'Register Myself' button and a status message 'My registration status: Not registered.' Below this is a 'Program' section with an 'Add' button and a checkbox 'Only display program items in registrant's itinerary'. A program item is listed for 'Tuesday, 01 December 2020' with a table of details:

Tuesday, 01 December 2020	
12/1/2020 11:00 AM	Webinar Registration
	Main Registration
Price	0.00
Time	11:00 AM - 12:00 PM



REGISTRATION

- Create the webinar in Zoom

zoom SOLUTIONS ▾ PLANS & PRICING CONTACT SALES

Important Notice Starting Sept. 27th, 2020, all meetings must have either a Waiting Room or Passcode enabled. Click [here](#) for more information.


PERSONAL

- Profile
- Meetings
- Webinars**
- Recordings
- Settings

ADMIN

- > User Management
- > Room Management
- > Account Management
- > Advanced

My Webinars > Manage "ZOOM 2020"

Topic	ZOOM 2020
Time	Dec 15, 2020 12:00 PM Mountain Time (US and Canada)
Add to	31 Google Calendar Outlook Calendar (.ics)
Webinar ID	488 676 421 
Webinar Passcode	***** Show
Video	Host Off Panelists Off
Audio	Telephone and Computer Audio Dial from United States of America



- Set Zoom meeting to Manually Approve
 - This restricts access to only the people you want to attend.
 - The bridge will “automatically approve” the attendees registered through iMIS

Approval

Manually Approve



Options

× Close registration after event date

✓ Allow attendees to join from multiple devices

✓ Show social share buttons on registration page



CONNECT IMIS TO ZOOM

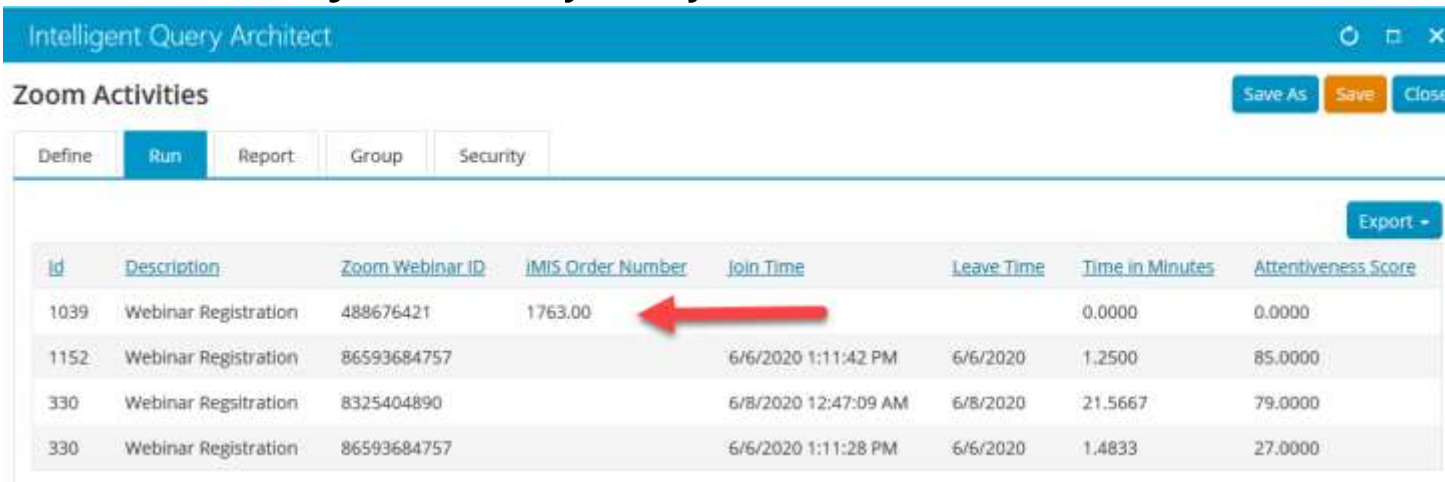
- Create a general lookup table that maps the iMIS event function to the Zoom meeting

The screenshot shows the iMIS Cloud Data Manager interface. On the left is a navigation menu with options: Cloud Data Manager, Online Marketplace, Community, Membership, Fundraising, Events, Commerce, and Marketing. The main area is titled 'General lookup tables' and features a search bar and a user profile 'MANAGER MANAGER'. A dropdown menu shows 'ZOOM_EVENTS' selected. Below this is a table with columns 'Code', 'Description', and 'Expansion'. The table contains four rows. A red arrow points to the third row, which has 'ZOOM2020/REG_MAIN' as the Code and '488676421' as the Description. Each row has edit and delete icons on the right.

Code	Description	Expansion
182182504/REG	81062965020	
RANDYPersonal	8325404890	
ZOOM2020/REG_MAIN	488676421	
ZOOMTEST	86593684757	



- As people register in iMIS they will get a receipt from iMIS with their purchase
- They will receive an email from Zoom with the registration information.
- A Zoom activity record is created in iMIS showing that the person has been synched to Zoom
 - This happens in real time at checkout and catch up occurs via a scheduled job for any unsynched orders



Intelligent Query Architect

Zoom Activities

Save As Save Close

Define Run Report Group Security

Export -

<u>Id</u>	<u>Description</u>	<u>Zoom Webinar ID</u>	<u>iMIS Order Number</u>	<u>Join Time</u>	<u>Leave Time</u>	<u>Time in Minutes</u>	<u>Attentiveness Score</u>
1039	Webinar Registration	488676421	1763.00			0.0000	0.0000
1152	Webinar Registration	86593684757		6/6/2020 1:11:42 PM	6/6/2020	1.2500	85.0000
330	Webinar Registration	8325404890		6/8/2020 12:47:09 AM	6/8/2020	21.5667	79.0000
330	Webinar Registration	86593684757		6/6/2020 1:11:28 PM	6/6/2020	1.4833	27.0000



AFTER THE WEBINAR

- After the webinar, the activity record is updated with attendance data including join time, leave time, time in minutes attended, and attentiveness score

Intelligent Query Architect



Zoom Activities

Save As Save Close

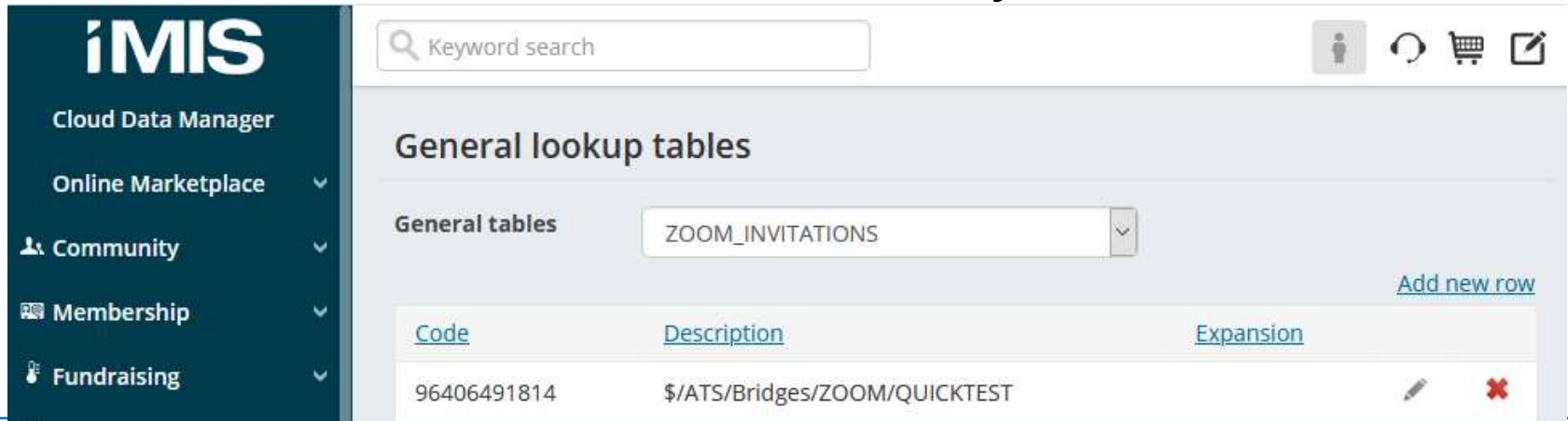
Define Run Report Group Security

Export



<u>Id</u>	<u>Description</u>	<u>Zoom Webinar ID</u>	<u>iMIS Order Number</u>	<u>Join Time</u>	<u>Leave Time</u>	<u>Time in Minutes</u>	<u>Attentiveness Score</u>
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330	Webinar Registration	86593684757		6/6/2020 1:11:28 PM	6/6/2020	1.4833	27.0000



- Allows you to register people for any zoom meeting or webinar without requiring them to “register”.
- An activity record is created just like a registration
- Completion data is written back to iMIS
- A general lookup table links the Zoom ID to an IQA
- IQA is a list of ID Numbers
- Everyone in the IQA gets registered
- Can be run on demand or via a scheduled job



The screenshot shows the iMIS Cloud Data Manager interface. On the left is a dark blue sidebar with the iMIS logo and navigation links: Cloud Data Manager, Online Marketplace, Community, Membership, and Fundraising. The main content area has a search bar at the top with the text "Keyword search". Below the search bar is a section titled "General lookup tables". Under this section, there is a dropdown menu labeled "General tables" with "ZOOM_INVITATIONS" selected. To the right of the dropdown is a link that says "Add new row". Below this is a table with three columns: "Code", "Description", and "Expansion". The table contains one row with the following data:

Code	Description	Expansion
96406491814	\$/ATS/Bridges/ZOOM/QUICKTEST	 

- Can be used for people who register at Zoom and not through iMIS
- Can be used for historic meetings that were setup pre-integration
- Will write back attendance information
- Matches on Email address
- Can create new records in iMIS for registrants who do not have a matching email in iMIS
- Only creates records for people that entered their email, first name, and last name in Zoom.
- Join Time, Leave Time, and attentiveness score are added to iMIS
- Adds a custom Source Code to their record in iMIS so you know where the record came from.



PROSPECT CREATION

iMIS

Cloud Data Manager

Online Marketplace

Community

Dashboard

Engagement

Find contacts

Add contact

Manage duplicates **PLUS**

Committees

Communities

Volunteers

Security

Create Referral Coupons

Membership

Fundraising

Events


Commerce

Marketing

Certification

Keyword search

ZoomTest Richter



ID 1152

Member type Web Customer

Status Active

Print Info Public Profile

Resolve Duplicates

Donate Order Register Email

Join Now


! Mobile phone is missing

MANAGER

About Participation History Giving Preferences A2Z_BOOTHS A2Z_ORDER_AC

A2Z_OVERALL_ACTIVITY

Engagement score



Engagement history

No data found

Membership

iMIS ID	1152	Major key	
Member type	Web Customer	Status	Active
Billing category		Paid through	
Chapter		Member since	
Renewed		Last update	6/6/2020 7:35 AM
Last updated by	MANAGER	Date added	6/6/2020



- Best practice is to register people in iMIS as a normal event
- Use Bulk registration for pre-defined groups (e.g., chapter members, board members in a perpetual meeting)
- Create prospects in iMIS when applicable
- Use dashboards to review the data
- Use multiple zoom accounts for simultaneous meetings/webinars



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