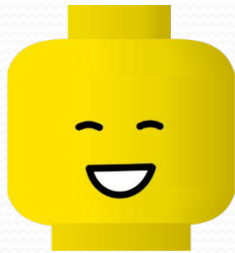


Creating online training resources

Online training tools:

- webinars
- screen-capture videos





Webinars

Never seen a webinar

Attended a live webinar

Watched a recorded webinar



Webinar

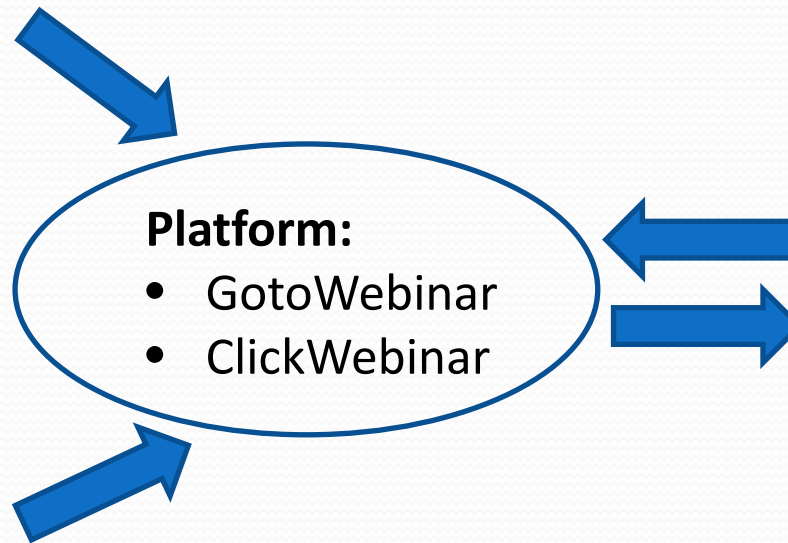
A seminar conducted
online



Presenter



Moderator



Platform:

- GotoWebinar
- ClickWebinar



Participants



Setting up a webinar

- Presenter or moderator:
 - subscribes to service (~\$25 to \$99 per month)
 - sets name, date, time for webinar
 - invites participants via website
- Participants:
 - receive email with relevant link
 - receive reminder one hour beforehand
 - click link to automatically launch software and join webinar

Webinar for AMWA

Face-to-face courses



Two webinars

(Style and templates + Word add-ins)



**Presenter –
Hilary (Belling)**



**Moderator –
L.E. (Melbourne)**



**Participants –
(around
Australia)**

Face-to-face training \Rightarrow webinar

- Reformat the content
- Learn the technology
- Practise
- Set up plan B, C and D!

40 hours!

**Presenter –
Hilary (Belling)**



**Moderator –
L.E. (Melbourne)**

GotoWebinar

**Participants –
(around
Australia)**

Participants' tools

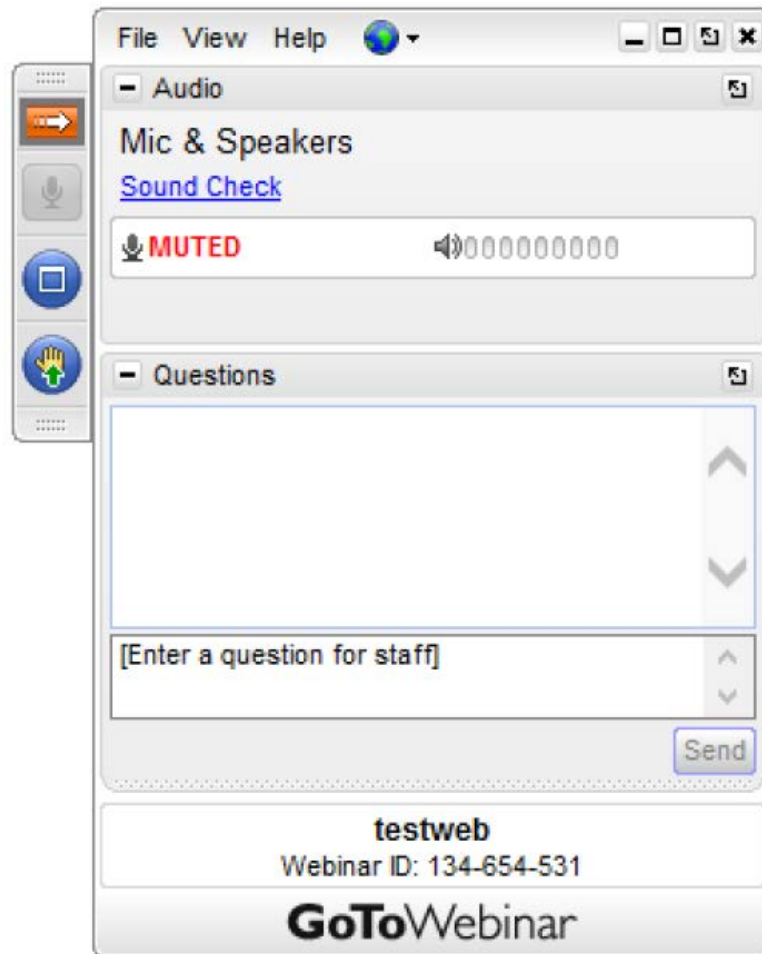
Sound (muted or unmuted)

Hand (raised or lowered)



Expand or collapse the panel

Minimise or expand the window



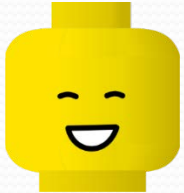
Webinar set up

- 2-hour webinar
- 10-min break in the middle
- Mix of demonstrations and exercises
- Lots of activities (every 4 mins!)
 - Formal poll (e.g. 'Do you use styles and templates?')
 - Show of hands
 - Yoga pose

Mountain pose



Sit erect, clasp your hands, and extend your arms forward. Turn the palms away from you and raise your arms until the palms face the ceiling – stretch.



- Deliver training from anywhere, to anywhere
- Low cost
- Interactive
- Could record and reuse



- Needs lots of practice
- Need to minimise disruptions (audio, visual)
- Technical glitches

Business opportunity

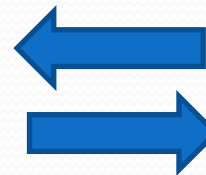
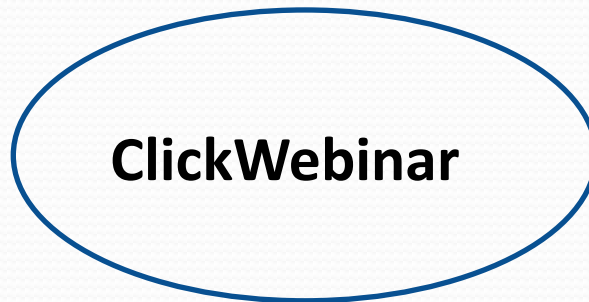
- Run my own webinars
- Advertise them on my website
- Run them internationally

Low-cost initiative (in time and money)

Practice session



**Presenter –
Hilary (Belling)**



Participants:

- Belling
- Melbourne
- Wisconsin



Co-working group

- Coffs Harbour (SixDegrees)
- Shared office space
- Events:
 - Lightning talks
 - Pitches

Pitch on webinars

- Difficult to market to individuals
- Difficult to get people to pay for webinars
- Perception that not as good as face to face

Online training modules

- Notes to download
- Short videos to watch:
 - screen shots
 - screen capture
 - PowerPoint

First video – ‘Show fields’



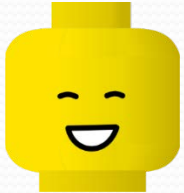


Use Jing to:

- take a screen shot
- make a short video

Screen-capture videos

- Capture tool (TechSmith):
 - Jing (free)
 - Snagit (~\$50)
 - Camtasia (~\$300)
- Platform:
 - Website – notes to download, links to videos
 - Vimeo – host videos



- Relatively low cost (one-off expenses)
- Easy to do (at basic level)
- Passive income
- Can add interactive elements



- Lot of initial effort:
 - learn technology
 - set up platforms
 - write script
 - practise
 - record and edit
 - write notes
 - test it all

Webinars and online modules

- Both involve a lot of initial effort
- Both provide exciting opportunities
- Issues:
 - time
 - marketing
 - pricing