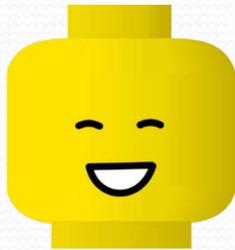


# Creating online training resources

# Online training tools:

- webinars
- screen-capture videos





# Webinars

Never seen a webinar

Attended a live webinar

Watched a recorded webinar



# Webinar

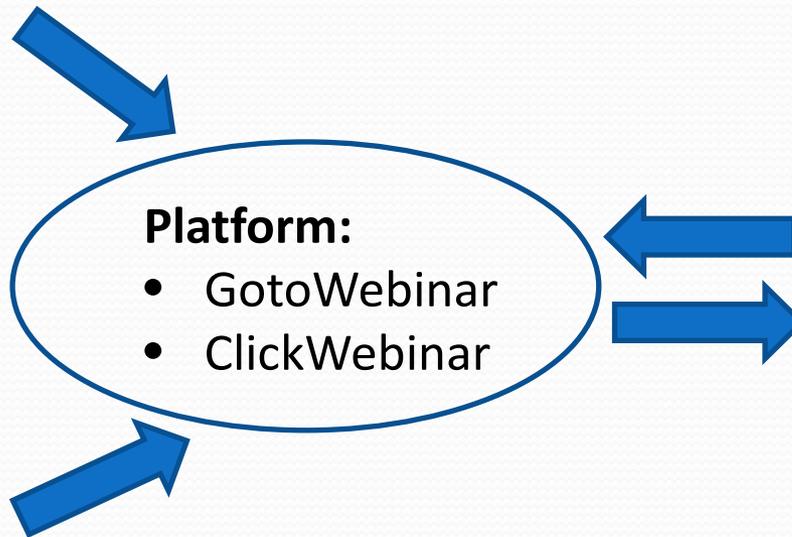
A seminar conducted  
online



**Presenter**



**Moderator**



**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 (Bellingen)**



**Moderator –  
L.E. (Melbourne)**

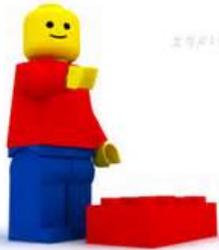


**Participants –  
(around  
Australia)**

# Face-to-face training $\Rightarrow$ webinar

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

**40 hours!**



**Presenter –  
Hilary (Bellingen)**



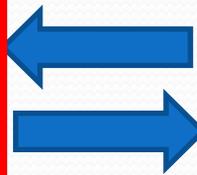
**GotoWebinar**



**Moderator –  
L.E. (Melbourne)**



**Participants –  
(around  
Australia)**



# Participants' tools

Sound (muted or unmuted)



Hand (raised or lowered)

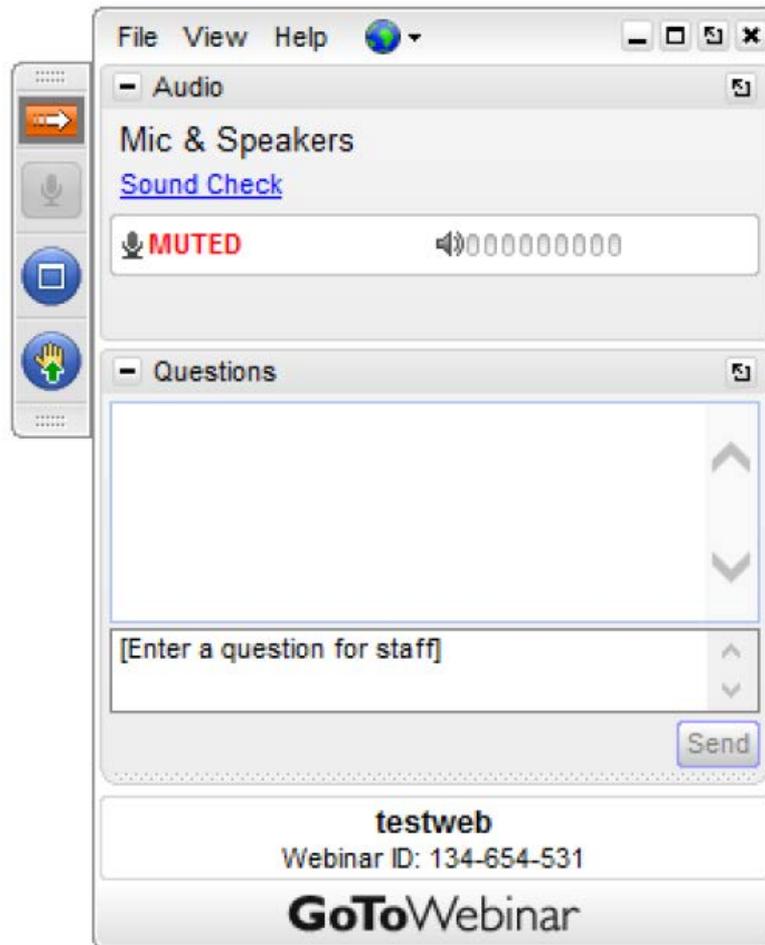


Expand or collapse the panel



Minimise or expand the window





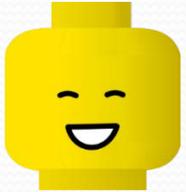
# Webinar set up

- 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

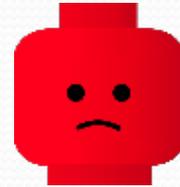
## Mountain pose



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

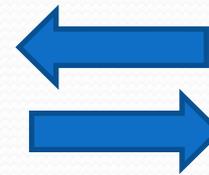
- Run my own webinars
- Advertise them on my website
- Run them internationally

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’

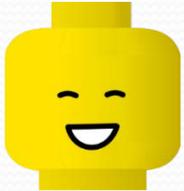


## Use Jing to:

- 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