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
Platform:
- GotoWebinar
- ClickWebinar
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)
Face-to-face training ⇒ webinar

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

Presenter – Hilary (Bellingen)

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 (Bellingen)

ClickWebinar

Participants:
- Bellingen
- 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