



Incorporate Live Webinars into Blended Learning

According to Training Magazine studies, top priorities for trainers are “increasing effectiveness,” “reducing costs,” and “measuring impact.” Survey participants also report that budgets are down about 11% from 2007 to 2008 while the average number of trainees per trainer is up slightly.

The good news is that moving at least some training online using web conferencing can help. In a study by Wainhouse Research, trainers identified the top three benefits of using web conferencing for training were “saves travel costs,” “involve people who otherwise could not attend,” and “saves time away from the job” respectively.

In this web seminar we explored both how to plan a blended program involving both face-to-face training and live webinars, and I demonstrated how to engage an audience with live, interactive exercises. As a supplement, this handout provides three things:

One, there is a brief summary of the seven key steps we explored during the live web seminar. I recommend you view the recording of the web seminar to see how we used Citrix GoToWebinar™ to host a mock hands-on exercise.

Two, with such a big (and lively!) audience, we couldn't get to all the questions. We will therefore continue this discussion in TrainingZone.co.uk 's online forum aptly entitled The Blended Learning Group (<http://www.trainingzone.co.uk/group/blended-learning-group>).

Finally, there are additional resources listed to help you accelerate your training mastery. Though these were not discussed during the live webinar, they are provided here for your convenience.

From all of us at 1080 Group, thank you for being part of an interactive event! Here's to your online training success!

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Incorporate Live Webinars in Blended Learning

A key point we made at the beginning of the webinar was that every medium of communication has its own unique benefits and tradeoffs. Every organisation is unique and each training session is unique, and therefore what is most important to you is unique.

Web seminars uniquely enable live, interactive dialogue at a distance. This creates the opportunity for organisations to reach more trainees per trainer, include other remote subject matter experts, reduce travel costs, and easily survey for effectiveness – powerful benefits for trainers who embrace the medium.

Rank your learning AND social objectives

Online training doesn't replace all face-to-face training. Some physical activities are obviously not possible, such as manipulating an object. Some other benefits may not occur, such as a tug-of-war team building exercise somewhere or after-hours socialisation. Get clear on the "must haves" versus "nice to haves" of both learning and social objectives.

Identify what can only be delivered face to face

A good place to begin is by asking, "what is the irreducible minimum for F2F sessions?" Once you know what *must* occur F2F, you'll know which portions of your training you can make choices about. Your F2F sessions may cover more objectives than the minimum, but they can't include less.

Optimize content for each environment uniquely

Too often webinars are seen as a sub-optimal alternative rather than a unique medium with unique benefits. The result is that they're simply used to push a few slides along with a conference call – which certainly is sub-optimal. Invest in adapting to the medium, including taking advantage of new opportunities webinars provide. Reducing the pressure to "squeeze it all in" in your F2F sessions will benefit F2F training, too, giving you the opportunity to emphasize the exercises you'll be executing there.

Adapt presentations to minimize multitasking

In a world of Blackberries and iPhones, multitasking happens – even in person. To counter this, adapt presentations by thinking 1) "move visuals more quickly" and 2) "think visually." Moving more quickly is not a license to speak too quickly or to try to cover too much content. Rather, it should involve covering the same amount of content over more changes in visuals. Second, visuals should help content 1) be grasped quickly, 2) be memorable, and 3) have emotional impact or tell a story. Note that I recommend keeping "builds" or animations in PowerPoint to a minimum. Instead, spread your content out over more slides to accomplish the same thing.

Adapt exercises to leverage webinar tools

In this section we did a hands-on exercise to demonstrate/simulate a live training exercise, adapting the exercise to use available tools online. Watch the recording to see how we accomplished this.

Leverage webinar recordings in program design

Making recordings of offline content requires additional personnel, equipment, and time, while making recordings of online training is simple. Use full webinar recordings first to save you time following up with those that missed sessions or building a content library. If your objective is to *only* create on-demand content to share as part of a program, "chunk" presentation content into short, single-topic recordings that make it easy for viewers to find and retrieve answers to specific questions.





“Capture the goods” to supplement assessment

Webinars and webinar recordings are only two of several touch points in a blended learning program. Online trainers should plan to take full advantage of post-event reporting to analyse trainee participation, feedback, and results – from webinar registration forms to in-session polls and Q&A to end-of-webinar surveys.



Q&A!

With a sizable (and very interactive!) audience, the bad news is that it’s not possible to get to all the questions (no different than if you were speaking to 500 people in person). The good news – it’s a lot easier to follow up when the web conferencing tool allows you to capture those questions and/or you plug into other resources.

Again, to continue this discussion please visit TrainingZone.co.uk ‘s online forum aptly entitled The Blended Learning Group (<http://www.trainingzone.co.uk/group/blended-learning-group>).



Calculating Training ROI

More than ever, trainers are being asked to justify the business value of their work. To learn more about calculating the ROI of training, start with visiting TrainingZone.co.uk’s current discussion about Donald Kirkpatrick’s seminar work on the subject here:

<http://www.trainingzone.co.uk/downloads/kirkpatrick-partners/aug09/122073>.

Too, Frances Lilly, SPHR, CEBS has a wonderful piece outlining how to get from impact point to dollar figure. According to Lilly, only 10-20% of training programs receive a thorough ROI analysis. While a full ROI analysis of your webinar may not occur, it does not mean we can’t or shouldn’t identify impact points relative our organizations and measure them. Any increase in benefit or decrease in cost positively improves ROI. The full document can be found here:

<http://www.vancouver.wsu.edu/fac/seitz/trainingroi.doc>

Other resources about training ROI:

<http://www.slideshare.net/nusantara99/measuring-roi-of-training>

http://www.workplacebasicskills.com/non_frame/free_tools/roi/YI%20Frameset.htm

Every business is unique, but here is one known public ROI calculator example:

http://training.cuna.org/trainers/roi_calc.html





About 1080 Group, LLC

Roger Courville is a ten-year veteran of web seminars and presentations – from startup to Microsoft to co-founding two companies with partner and industry veteran Scott Driscoll. 1080 Group is a training and consulting firm providing companies with knowledge and skills to better communicate and compete with virtual presentations by teaching trainers, marketers, and salespeople how to design, promote, and deliver innovative web seminars and presentations. Our team has a collective experience that includes hundreds of clients, thousands of web seminars, and more than a million web seminar attendees.

Additional 1080 Group Resources:

www.theVirtualPresenter.com - Roger's blog and book (*The Virtual Presenter's Handbook*)

www.twitter.com/1080Group - Roger on Twitter

www.webseminartips.com - one web seminar production tip, twice monthly

www.webseminartoolkit.com - tools, templates, and wisdom for web seminar producers

About this Document

This is a handout for participants in a October 2009 webinar sponsored by Citrix GoToMeeting Corporate and TrainingZone.co.uk. The guest presenter was Roger Courville, Principal at 1080 Group. Its intended use is as a supplement to the content presented that is now available online as a recording, but does not represent a summary of the presentation. Links provided in this document were working at the time of its creation but may change over time, and they lead to content publicly available on the web. Please respect the intellectual property rights of those website owners.

