



“The Magic Behind Interactive Webinars”

Transcript

Host/Event: The Learning Guild / Sponsored Library

Date: 9.8.15

Session Recording: <https://www.learningguild.com/sponsored/1349/the-magic-behind-interactive-webinars/>

Alna Patel: Hello and welcome on behalf of our partner – the eLearning Guild – and Adobe, for today's webinar, “The Magic Behind Interactive Webinars.” Just a couple housekeeping items before we get started today. The session is being recorded and everybody will receive a link to the recording after the webinar. And if you would like to ask questions during the session, you can type them into the Q&A pod which is located over on the left side of your screen. And for those who would like to learn more about Adobe Connect Learning, we are offering a short introductory demo just after today's presentation. I will be providing a link to that demo just after the session.

And now I would like to turn it over to our moderator for today. That's Karyn Gleeson with the eLearning Guild. Karyn, over to you. *(Note: In 2020, the eLearning Guild rebranded itself as The Learning Guild.)*

Karyn Gleeson: Thanks Alna. Hi everyone. I'd like to take one moment to tell you a little bit about the eLearning Guild, for those of you who are not familiar with us. The eLearning Guild is the oldest and most trusted source of information, networking and community for elearning professionals. As a member-driven organization, the eLearning Guild produces conferences, online events, online and blended training, ebooks, research reports, Learning Solutions Magazine, and hosts a social learning platform where members can share their own work and learn from the work of others. Each of the resources the guild produces is devoted to the idea that the people who know the most about making elearning success are the people who produce elearning every day. Our goal is to create a place where elearning professionals can share their knowledge, expertise and ideas to build a better industry and build better learning experiences for everyone, because we believe that together, we are better.

And now, we are going to be introducing Karen Hyder. She has been teaching about technology using technology since 1991 when she delivered instructor-led software application courses. She then taught classes to help trainers improve skills and earn trainer certifications. In 1999 she created a Train the Trainer course, for people using virtual classroom software. She has been coaching and teaching online ever since. In 2004 Karen helped launch the eLearning Guild Online Forums, a series of online conferences for elearning development professionals. She continues to produce and host forums, as well as thought leader webinars and best-of webinars, including the most impressive, Best of DemoFest, a multi-presenter, live demonstration event. And believe me, it's a good event, and it's wonderful and a testament to Karen's skill sets. And, in addition to her work with the eLearning Guild, Karen also coaches individuals and teams to produce great online events.

And now, Karen, I will turn things over to you.

Karen: Well, thanks Karyn, so much. It's great to be with you on this event. And as many of you know, Karyn Gleeson and I both promote and support online sessions for the eLearning Guild. So, she is one of my team members and a valued resource in all of our online events. And it sounds like I've been really busy based on that bio. It doesn't seem like I've been so busy, because, of course, everything I do is just magical, right? I just wave a wand and everything just works. I really hate to debunk that or to take the wind out of your sails. Or even let you believe that I'm not magical, because sometimes I do feel like I'm performing magic tricks. But in today's session we're going to be talking about some of the behind-the-scenes things that really aren't magic, that are really down-and-dirty preparation and making checklists and checking them off.

So, I'd like to start off our session by talking a little bit about the software that we're using today. And, of course we're using Adobe Connect, and at certain points I'll be showing the chat pod on the screen. You saw that as we were opening our session. And yes, Tracy Parish noticed that we all talk about the weather in our online events. And that's usually true. So, when you use the chat pod, you're going to be typing and then clicking on the send button or pressing enter. Sometimes I'll ask you to change your status so that you can give me some feedback.

And if you're hearing me OK right now and you're ready to proceed with our session, please change your status to green checkmark. If you're not hearing me OK – of course you're not hearing me, so you don't know what to do at this point. If you would like to show that green checkmark so that I know that you're ready to move on, that helps me see who's in our audience and that we're ready to proceed.

Great, so thanks so much everybody for joining and giving that feedback. If you would like to use a little bit more of a complicated instructional tool, you can use this Private Chat function. And I'm just going to show the chat pod over here on the right side of the screen. So, if you're curious about that chat function you can look in the top right corner of that Welcome Chat Pod, drop down that list and choose Start Chat With and you can start a chat with me or with all the hosts on this session, or with any other participant in this session. So, it's an easy way to open up a Private Chat opportunity, and certainly a great way if you're dealing with troubleshooting the middle of the session. It allows people to have that troubleshooting conversation without distracting from the actual event. And Karyn Gleeson, if you could do me a favor and double check with the participants in chat that they are indeed hearing audio. So, if you're not hearing audio, I hope you'll show red X.

And hey Jason from Rochester, NY. I'm just down the road from you here in Macedon.

OK, so I'm going to keep things moving along, because I have so many things I want to tell you, and I realize that about 55 minutes is not going to be enough to tell you all the things that I want to say. So, I do want to open it up that if you would like to communicate with me after this session, I'll post my email address and I'm happy to talk to you about this all day. I will talk about this all day if somebody doesn't show me a timer and tell me to stop.

So, here are the objectives I intend to cover during our very short session. So I'm going to give a smorgasbord look of a bunch of different things that we can do here in Adobe Connect. And if you would please respond to the poll that you're seeing on the screen right now. It is a multiple response style poll. You can notice that based on the checkboxes that you see off to the left of each of the responses available here, you do not need to click on Submit or OK or Send or anything like that. Just your vote will begin to tally on the right side of the screen. And of course because I have turned on the Broadcast Results function, you're seeing each other's results coming in.

So you're seeing the tallies creep up or grow on the right side of the screen. If I were to turn of the function called Broadcast Results, you stop seeing the total number of votes coming in. But rest assured, your vote is still being tabulated, and when I broadcast those results again, you can see those answers coming in. So, thanks everybody, for giving me some feedback on the objectives for today's session.

This is one of my little tricks, one of my behind-the-scenes kind of tricks, to get you to read the objectives yourself and also to weigh the objectives and let me know which things are most important to this audience. So this little sneaky trick that I like to use with objectives saves me from having to read them aloud, which really nobody wants to hear the presenter read things aloud, do you?

So, I'm going to go based on this information. And I'll get rid of this pod by using the Hide function. I'm using the function called Hide, H-I-D-E. It's not End. It's not Stop. It's not Go Away. It's called Hide. So, we're going to talk more about the details of using a poll in just a minute. But I want to find out from you if you are truly willing to participate in today's session. So, I'm going to show a poll here, and this one is asking you to tell me the truth about your level of commitment and interest in this webinar. And, honestly, I'm going to talk about the same things for the hour, whether or not you're tuned in or tuned out, so go ahead and tell me the truth.

But I find that asking this question is helpful to make sure that those of you who see a webinar as something as passive, notice that my webinar is intended to be active. So right away I want to find out who's with me and who isn't with me. And if you're not with me, that's OK. I won't bully you or drag you into the conversation. I'll just let you participate as you choose. So, we can see the poll results coming in here. And great, I have more positives than maybes and very few on the "I'm not really paying attention" side of things. So, I'm going to hide this poll and remove it from the view so that we can continue on with our slides.

And as you see, when I bring these polls in, they're kind of hovering over the top of the slides that I'm showing. So, in the background, behind the scenes, I'm showing you a PowerPoint file that just has a pod that is layered over the top of it. So, nothing magical here, just a matter of a poll on top of a Share Pod with a PowerPoint loaded into it.

As you heard from the introduction from Karyn Gleeson – thank you very much, Karyn – I've been busy these last 15 or so years working in webinar software, all day, every day. So, I used to be a classroom trainer and I still do love to meet people in a face-to-face format, but I love doing webinars, because I don't have to get on a plane to do it. I don't have to commute in the cold weather.

And also I find that it really is nice to be able to engage 150+ people all at one time. Something that doesn't require us to hire out a conference facility to do it. So I do have a rich background in training. I've been involved in webinars for a long time. And I've been using Adobe Connect for these long years and really enjoy using this product. I've used some other ones too, but this one is my go-to for all the cool features and all the magic that we like to perform behind the scenes.

But before we get too deep into content, I'd like to find out, kind of a silly question maybe, about your life, before you had a career. When you were a little kid, what did you want to be? What did you think you might be when you grow up? And if you became that, fantastic. If you became something different, please type in the other Chat Pod – thanks, Martin. Who wanted to be in elearning? Or who has become an elearning developer? And in this case, I'm hoping that you'll type in the Chat Pods, not in the question panel on the left side of the screen, but in the Chat Pods that are kind of in the middle.

And we can see each others' answers coming in here. So, pro basketball player, horse trainer, filmmaker, farmer, fashion designer, ambassador. Wow, great. Seriously, an architect, flight attendant, biker, OK. Good. And look at all the roles that we've become. Maybe some roles that didn't exist. Certainly, when I was a kid the role of virtual-online presenter or virtual-online producer wasn't a thing. One of the things I get to do in my current life as an elearning Guild person and as a trainer and a webinar producer, is I get to meet cool people like Neil DeGrasse Tyson. So, as we had this conversation with Neil, about what he wanted to be, we were talking about our wants.

And Chris Benz said he wanted to be an actuary. I don't think he was a little kid when he said it. I don't think a little kid would know what that is. But I wanted to be a nurse or a geologist. Fairly random. And Neil DeGrasse Tyson, the astrophysicist, believe it or not, said at age 9 that he wanted to be an astrophysicist. He actually wrote it in on a little card as a kid. And he shared that with us at our DevLearn conference last year.

But what does this have to do with you? It has to do with the fact that I'm not a magician. I never wanted to be a magician. I don't see myself as a magician. I see myself as an online-event producer. But oddly, people keep introducing me as a magician. A client recently said to me, and reassured one of her staffers, "Oh, don't worry about Karen, she'll just work her magic and everything will be great." Oftentimes people will say, "Oh, we have a guru on our session. Our producer can just make everything magically work."

Well, I have to be honest with you, it's almost never magic. The biggest magic I'm experiencing here is the little green light in the upper right corner of my screen that tells me my connection is solid and good and I'm feeling pretty magical about that right now. But, of course, I don't have much control over that. That's all Time Warner Cable who is taking care of that for me. In fact, there have been times when my situation has been far from magical.

What you're seeing on this screen is the last event I did with Alna from my mother's walk-in closet, because I was visiting my mother and, lo and behold, there was a jackhammer operator working right outside the window. So, I had to hide someplace quiet and it was definitely not magical in that closet. But I did what needed to be done to get the job done.

And there really is a lot to manage when you think about an online event, as you think about the content that you might be showing to an audience. Not only might you be showing your screen, so your shared application, maybe a demonstration, or like what I'm doing here, showing you my PowerPoint slides. I might also be showing you polls and Chat Pods. I might also ask you to download files or I might push open a browser window so that you might see a new website. So there's a lot going on on the screen, and I don't want you to dismiss this as something easy or magical. It takes preparation and planning.

And if I could just tie this loop back to an organization I used to work for in the early '90s, in the days when we were teaching people to click and double-click for the first time, their ad in the magazine or in the local newspaper actually said this phrase, that "PCs aren't magical. They're logical." And that is so true, and we have to remember that when we're working online, because even though you might think that the Wizard of Oz has something going on there behind the scenes, it's really just a guy behind the curtain.

So I want to reveal a little bit of the behind-the-curtain here today so that you have a better understanding of what it's going to take for you to produce successful online and interactive webinars. And that means not to shy away from the scary stuff. That means to go ahead and use the features and the software that are going to make it available or make it useful for participants.

So what I'd like to do here is I'm going to show you a pod and I'm bringing up a pod on the screen right now that will allow you to download a file and take it with you. Actually there are two files available in this pod and you can download both at the same time if you choose. So, I'm moving this pod into view. I opened it from the menu and now I'm sizing it over here in the Questions area, covering up your Questions Panel. Sorry, I'll only do that temporarily. And what you can do from here is download all the files by just clicking on the Download Files button at the bottom. Then you'll see a new browser window open and you'll have an option to download again. And you'll have to click that right there.

OK, so I'll give you a chance to do that. But what I'm sharing with you at this point is not only my PDFs of the PowerPoints from today's presentation. But also a worksheet that we like to use at the elearning Guild. And I use it for other clients as well. Where we keep track of all of these little, weird, disparate pieces of information that we have. So, we often have issues around like, what kind of a connection is the person going to be on? Or are they using voice-over-IP or telephony audio? Do they have videos? I just ran a webinar last week that I did not find out until the day of the session that the presenter wanted to show an mp4 file. The mp4 file was already embedded into the PowerPoint. So I needed to scramble at the last minute to make sure that mp4 file was ready to be displayed and I'll talk to you more about that in just a minute.

But this [Checklist for Successful Virtual Online Sessions](#) is one of the many tools that I like to use to keep track of the details of an event. And I encourage you to take this, use it, adapt it, share it, make good use of it, because keeping track of the details is the magic.

So, what just happened here? It wasn't so magical. I showed you a Files Pod. You downloaded it. Not magic, right? It was just a matter of me creating the Files Pod ahead of time. I uploaded the Excel file into it. I actually changed the title bar because I find sometimes downloading is not very obvious to people, how to do it or they certainly don't expect that browser window to open separately. And then I also added a note for myself and for Karyn Gleeson in the Presenter Notes pod. And I don't want to make a secret of what the Presenter Notes pod is. It's really just my list of all of things that are going to happen during this session. But what you're not seeing is that this little pod lives over here on the right side of my screen in an area called the Presenter Only area. And as the name implies, only presenters see the Presenter Only area. So I can keep a little checklist for myself over there.

And if something catastrophic happens to me, I might say to Karyn Gleeson, "Hey, Karyn, can you follow my notes there? And do the next thing that needs to be done? Because my machine is locked up or my mouse just failed." So I often have some kind of a backup plan for when things might go haywire in the middle of my session.

But when it came time to show you the download file, all I needed to do was show it, facilitate how you should use it, and then hide it. Which I'll do right now. So, again, I'm using the Pod Options menu in the top right corner. And you're not seeing it on your screen but you can see in the top right portion where my green arrow is pointing, this is the Pod Options menu. And when I use that and choose Hide I can get rid of the Files Sharing Pod that you saw on the left side of the screen. Now that Files Pod is like an FTP transfer point. I can upload things. You can download things. If I've already uploaded a video or PowerPoint into a Share Pod, like the pod that you're seeing right here on the screen, I can pull the content of this into that Files Sharing Pod, so I could allow you to download that file as well.

So why do it? What's the point of having files be transferred in the middle of a session? I'm going to ask you to tell me what you think, why we do that. So go ahead and use the Chat Pod on the left side of the screen here. And let me know what situation that you would be in that you would need to transfer files. So go ahead and type in chat.

Terrific, I see your answers coming in now. You've got workbooks, interactivity, handouts, notes. All kinds of things. Sample files. All right, I'm going to hide this. Sorry to pull it right out from under you but sometimes when we've got a lot of people all typing at the same time things can get a little intense. So I'm going to take away that Chat Pod from time to time and just point out to you that as I use this pod myself, in preparation for today's session, all I really did was open a file. I clicked on the Upload File button which was easy. Then I was able to choose the file. I also changed the name of the pod by double clicking in the Title field at the top here. And then I was able to type in any name I wanted to. And then when you went to use the File Transfer pod, you saw this function display and allowed you to download this file. So it wasn't magical. It was actually pretty easy.

But as we talk about the types of events that we're doing, notice that sometimes you're only doing something simple, like a webcast. You don't necessarily have a lot of materials or a lot of things to be transferring. You might not have much in the way of interaction. But this intends to show you that different events, different types of interactions often go by different names, and often need different resources within the software interface. So, if you're doing a virtual conference, you might not expect a lot of facilitation, you see more presentation. But you hope that the participants are engaged at a high level. If you're doing something more like a meeting, there's more universal engagement from everybody. And if you're doing something more like training, you might have more engagement and more time spent and more files to download.

So, I'm curious to know, what kinds of events are you doing? I'm going to display this on the right side and give you a chance to respond to the poll over here on the right side of the screen. If you would, please go ahead and vote. And notice, I haven't clicked on Broadcast Results yet. You're not seeing the bar chart build. As soon as I click on that, you'll see those results showing up. I'll do that now so you can see that many of you are doing what might call webinar. And the expectation out there in the world is that webinars aren't very interactive. So, either you want to promote your event as more of a virtual, instructor-led training class, where there is more interaction, or maybe you just don't need to include that much interaction, it's more of a broadcast. People don't really expect that much engagement. And that's OK. All of us don't have to be doing the same kind of events. All events don't have the same amount of interaction.

But, you know, there are some things out on the Adobe website that I think you might find useful to take a closer look at, based on the software licensing and provisions of each of the tools that are available through Adobe. So I'm going to ask you, or I'm going to force open a browser window on your side, just by using this little Web Links Pod on the left side of the screen. And if that worked correctly on your end, a link to the Adobe Connect Help website just opened on your side. So I'm able to force open a website on your side that would allow you to see something more quickly than if I gave you the URL and you clicked it and so forth.

So, if you think about what just happened here, we're back to the Wizard of Oz again. I just showed you a poll, followed by sharing some weblinks with you. So, as I went through it, again, it wasn't magic. You responded. It was easy to do. But how I did it was that I created the pod ahead of time. I actually created it a few days ago. I set the setting to Multiple Response. I numbered it and I added my presenter notes to the Presenter Notes pod so if something happened along the way, I forgot what I was doing, somebody could step up and help me.

And that is a problem when I'm teaching online: I'm so on a roll that I often forget to build in or put in the interactions that I planned for. When it came time to show the poll, I showed it. I opened it, meaning I clicked on the Open function. I dragged it from the right side of the screen, my Presenter Only area, into view and facilitated in the interaction, asking you to vote and then ultimately broadcasting the results and then hiding the poll.

Why would I do it? What's the point of showing a poll like that? So, I'm going to ask you to – or I'm going to ask Karyn to bring back up our Chat pod and show it on the left side of the screen there. And for you, I'd like to know what you would use a poll for? What's the point of using a poll? What question might you ask? Great. I see your answers coming in here, engagement, working in groups, checking in, creating some interaction, to better understand the audience. Absolutely. So it doesn't have to be like a quiz, like I'm testing you on what you've learned. Although, I might use that. I might gauge what should be prioritized – yup, thanks David. I can measure learning, I can add context, I can do all kinds of things with a poll. And I'm just going to hide this for the moment. And, again, to create that poll I created the pod from the Pods menu. And if you know Adobe Connect you know that's one of the easiest things to get at is the Pods menu. I set the setting to Multiple Answers so that I could have checkboxes, meaning you could have more than one.

And, ultimately, I showed the poll by clicking on Open. In the top right portion of the screen here I do have a button called Edit which does let me go back to that typing mode where I could fix any errors. I have an End Poll which really doesn't make the poll go away, it just tallies the results in my administrative space so I can run a report later if I want to. And this View Votes function would allow me to see who voted which way. I'm not showing you the names of the audience members but I could temporarily see the names of the audience members to see who voted in which way. So that's how a poll works. And I still have the option at the end to turn on and off the broadcast function, to show the format as percentages, numbers or both, and I even have this feature here where, if I was showing a poll I could swap out the contents of one poll for another.

And in a minute I'll show you what I mean by that. I also used that feature where I wanted you to visit those weblinks. So I showed a Weblinks pod and I clicked the Browse To function. By doing that I forced open the browser window on your side. So, in order to create the create the Weblinks pod I just, again, went to the Weblinks pod and added that and named it. I also went to the – I added the URL and opened the browser on your end. So it didn't take much to create that and to use it, all I had to do was display that pod and click Browse To.

So what that looks like from my side is – for me to use the Weblinks pod, to go to the Pod Options menu in the top right and choose Add Link. Then I filled in the name of the link and the URL for that link. And, ultimately, all I had to do was click the name of the link and click Browse To.

So, I'm just going to backtrack a couple slides here, so I can show you that other set of prompts. And you may have noticed that I also had a plan B in that I posted the URL on the slides and I also have it available to be pasted into Chat. So, in case something went wrong with the browsing, maybe the browser window didn't open for everybody because you're using some other browser software that didn't work, I could have a plan B to make that link available to you as well.

So, why do it? Why would you ever want to force open a browser window on somebody else's screen. Go ahead and type it.

Yup, I muted myself momentarily, so that you could type in chat. Your audio is not lost, as much as it is I just stopped. So, yeah, post-session survey, having them practice a sign-in, making sure they get to the correct URL, an opportunity to bookmark, yeah, there are all kinds of good reasons to use this force open a weblink. If you keep doing it though, people will have a bunch of windows open on their screens. So, be cautious.

But again, this isn't magic. It's just the software functionality. And what I've done is set it up ahead of time so these things would be at my fingertips. And one of the most wonderful things about Adobe Connect and there are many, is that this software interface, this session room is persistent. We could log out and go away and come back

a month from now and use this same room again and all of this stuff would be here. All of my files, all of our text chats unless I clear them, all of our weblinks pods, everything.

So if I'm running the same program over and over again, why would I want to set all of this stuff up more than one time? It gets better. If you're running similar sessions, that have maybe a different spin on them, like you have the same basic pods but not the same content, you can create a template and generate a new room based on that template. And that template might have the welcome chat, video pod, the timer pod, the presenter notes. All those things can be already in place.

Absolutely Tim, you're going to want to clear things out at the end because it's like leaving a mess in a classroom, it's just not a good best-practice. I'm going to take away that chat for the moment. Sorry if you were mid-typing mode.

But I want to talk to you about sharing a video. This is something I find that people are often confused about, how a video works. And that client I worked with last week had an mp4 embedded inside the PowerPoint. And if you were running PowerPoint in front of a classroom full of people, on a stage with a projector, of course you could just play the mp4 within the PowerPoint. But here, in Adobe Connect, embedded videos don't play that way. What we need to do is create a Video pod just like any other Share pod. And then make that Video pod available on the screen at the right moment.

So, hang on, I'm just looking for it right now. I'm going to open it up here. I'm grabbing this from a list of carefully named files so I don't stumble across the wrong one. Oops, this is not very magical when you're stumbling on the file names. And I'm going to bring that pod in from this hidden, Presenter Only area, my favorite spot on the screen. And as I click play, you're going to start to see the video. And I'm going to stay quiet.

Oftentimes I'll ask participant to show green checkmark when they're done playing the video because I can't know exactly where the video stops for them. The video cached and played for each of you independently of me. I clicked Play and Stop but you saw it at a different rate. And that's based on your own system resources, your own network connectivity, whether you're wired or wireless. If you noticed a little bit of a choppiness, if you noticed any place where the video stopped playing and then restarted, that's actually fairly common and has a lot more to do with the participants' connection than with the presenter's connection.

But I will say this, this video was only 16 seconds long, and it was about 13 megabytes in size. When you start dealing with larger videos that are longer, you may want to cache the video a little bit ahead of time. And that is, you bring up the pod, you click Play and then Pause immediately. That starts to feed the data to the participants independently. And then once you go to click play, they've already received the file to some degree. They may not have received all of it yet, but they will have received some of it. So I often have a video sort of stashed or tucked away behind another pod and already caching so that when it comes time to show that, it's ready to go. That is even more important with larger files, if you're dealing with very large video files. But again, keep your video files down to a dull roar. And also notice that it's going to cache and play differently for everybody on the session.

So, what just happened there? It, again, wasn't magic. I played a video in a Share pod. I did it by uploading the file, an mp4 file that came my buddy, Steve Haskin, who is a videographer. I tested it. I hid it on the main layout so it could get a head start caching. And then I played it when the appropriate moment came. And I resized the pod to show it to you in a larger view. So, my question to you is why? Why would you want to show a video? So go ahead and share with me in the chat on the left side, why you would share a video. And I'll just warn you ahead of time I'm going to mute my audio and sip my tea while you type.

Love that, yeah, the corporate big-wig have a message to share. So you're capturing a nice studio video, of somebody in their office, with good lighting. And capturing that in an mp4 or FLV, or you could even use SWF format for different file types. You upload that into a share pod by itself. Please don't Application-Share video, and please don't try to Application-Share YouTube. The fidelity gets so lost along the way and the audio can't go anywhere. If the audio is coming out your speakers and maybe coming into your microphone, what is the quality of that? So, you don't really want to embed it and you don't want to share it. You want to upload it. That's the best way to go. So, I'd like to know what kind of videos you're dealing with though? If you are dealing with very large files or not an mp4 format, what are you dealing with there? I'm curious to see.

Yeah, movie clips, software simulation, MOV – can't load an MOV here. You've got to convert it first. Ok, I have a little bit more details that I want to share with you on that. And I've started recently using a tool called Clip Converter. So when there's a video on YouTube that somebody has posted, a lot of times this happens with Guild activity. Somebody will do something and I'll want to pull a piece of that down, with permission of course. I can go to YouTube using a function called ClipConverter.CC. Notice the URL at the bottom of this slide is clickable. If it's a hypertext link in PowerPoint, it's clickable to participants here in this share-pod. So, you can click on the ClipConverter.CC. Tell it what file you want to pull, and pull that file down locally in the format that you need. And then upload that into a share-pod by itself and show that share-pod when you're ready.

So, what I've been sort of alluding to in today's session is this space that I have over on the right side of the screen that you don't see, called the Presenter Only Area. And it indeed is magic, because we can have a side conversation going on over here on the right that you don't know about. In fact, sorry Alna, I'm going to embarrass you guys for a minute here, there's a conversation going on here between Karyn Gleeson and Alna because Karyn's audio is cutting out. Who knows why, but Alna is helping her fix it. Not up to me to fix it. I'm busy. But it's for them to solve, and hopefully if I run into problems, there will be somebody there to help me as well.

But that's a great place for me to remind a presenter that they have 4 minutes left, or maybe I want to say that you're audio has dropped off, or maybe I want to warn them that there is an error happening that the participants are suffering through and maybe I should stop talking for a moment and let them catch up. But all of these things can be staged over here on the right side of the screen and then pulled into the screen or displayed to the audience, just by bridging that line from the right side of the screen to the middle or left side of the screen.

Also on this view you see it way over on the far side my layout buttons. And you saw something with my layout earlier today. You saw that I had a separate layout that showed pretty much the same things you were seeing in the other view, but you're also seeing a couple of additional Chat Pods organized in such a way that I could line them up with the question that was being asked at that time.

Chat Pods are great. I love using Chat Pods for interactions because everybody can see each other's typed messages. But there might come a time that you want to deal with anonymous responses. Maybe the thing that you're talking about is not so easy to talk about, like what did you want to be when you grew up. But may something a little more sensitive, or maybe it's something that's proprietary. So, if you wanted to gather anonymous responses to the question, you could use, essentially, single, short answer polls.

So what you're seeing now at the bottom of the screen is a couple people filled in some answers earlier, but if you would please indulge me by filling in your answer again in this type of pod and notice that participant answers come in, but we can't see who answered which way. So it ultimately becomes an anonymous or hidden answer poll that I can see who answered which way by clicking on the View Votes function. Again, you don't see that. But

it's just one other way that I can make something look magical that's not at all magical. I created these pods ahead of time. I hide these poll-pods behind the chat pods, so I could reveal them when the time came.

What I did to create that was that I used a layout. And layouts are similar to what you'd have on your tablet or smart phone, where you organize certain apps for certain things. Like I have all my travel-apps on one work space on my smart-phone. I have all of my health and wellness and yoga-y things on another layout or another desktop or workspace on my smart-phone. Here I can have multiple different pods organized in different layouts so that I can show you things that I've set up ahead of time, without having me have to show them to you, or scramble to show them all to you at once.

Here's an example of what all of my pods from this session look like in one place. So you're wondering, "Oh, OK you had to set all this up ahead of time, where did you set it up?" Well, I set it up on separate layouts, but to make a point, I also set it up on this one layout, crammed everything in.

So, I can test things, I can turn things on, I can upload things, I can proofread things, I can show you my webcam, even though I'm in a dark room. I wonder if you're seeing me OK. This allows me to get a birds-eye-view of everything, to make sure everything is present, to make sure everything is in order, to make sure everything is spelled right. This view lets me handle all of that.

And as I change back over to the main presentation-view, notice that what I did was move from this one called Main Preso to the one called Everything. And this is a preconfigured view of my pods and I chose only the pods that I wanted. Right about now you're thinking, Oh man, I have to spend so much time setting up all of these pods." But you only have to do it once, because next time you run this program you can reuse those pods just by clearing out all the data and moving on.

When I want to create a new layout, I click on that little button in the far lower right corner of that layout-bar screen or that layout bar. It looks like a plus sign. And when I click it I get a dialogue that looks like this, and it asks me do I want to create a blank layout, which is a little bit off-putting actually. It's completely black with no pods on it whatsoever. But I prefer to duplicate an existing layout, so I can quickly recreate things like the Q&A pod, and the share-pod that has my photo in it, and the pod that has the audio instructions. I don't want to recreate those and resize and reposition all of those things.

So, I'm just going to duplicate the existing layout and then I'm going to change the name of it. In this case, I created a new poll-layout that just shows all of the polls from this session. Again, I like to use this so that I can go in and not only proofread and make sure everything is right, but it's set to the right setting, maybe set to open or edit mode. Maybe I have it set to multiple-choice or multiple-answer. And at the end of my session I love to take a screen-shot of the polls so I can keep those with my records and remember what were my answers? What did people say? Of course I can get that in the reporting area as well, behind the scenes here in Adobe Connect. But I like to keep that with my other notes.

So earlier, we talked about having two Chat Pods or two anonymous Chat Pods. All I did to move from that other view what change from this layout to this layout. So all of those things were pre-created. Here's another secret though, if you ever think that, "Uh oh, I have another layout set up but I'm not sure if it's going to work right, I'm not sure everything is set right." This little, teeny-tiny, itty-bitty button down here, that looks like a wrench and a screwdriver, that allows me as the producer to sneak behind the scenes and go and look at other layouts without taking the rest of my audience with me.

So, if I'm supporting a session for Karyn Gleeson and I realize maybe the polls aren't set to Open, I could sneak over there behind the scenes and it's called Preparing Mode and it doesn't affect the presenter or anybody else. So, I've done that a few times, where I realized that, "Ooh, the video isn't loaded" or "Ooh, that file isn't rewound back to the first slide in the presentation."

This is not to be confused with something called a Template. Templates in Adobe Connect are much bigger. They're not just within the session-room itself, like the layout is. It refers to what I was talking about earlier, that we are creating session rooms based on a standard of session rooms. Now many of you know that at the eLearning Guild we've been running our online forums for many years. Since 2004. And we're up to online-event number 127 that we're preparing right now. I promise you, nobody went in there and created the 8 different layouts, with the survey pods and the chat pods and the video pods. Nobody creates those one at a time. We have one layout, that Karyn Gleeson manages, that has all of the stuff that we like, and every time we're running a new event we generate new rooms based on that layout. Then we can customize and fine-tune each one as needed and upload the files as needed.

But if you go to your menu and you have a choice called Manage Meeting Information you end up in the behind-the-scenes area that takes you to a place where you could look at your shared meetings or your shared seminars or your shared trainings. And under Shared Meetings there's a folder called Shared Templates. And under Shared Templates are all of the templates that you could potentially build a new room based on. If you don't like any of the templates, you can create a new one or customize one that's already there. But this will save you a ton of time creating new rooms. I encourage you to get together with your team and decide what pods you want to have in all of your rooms and what content you want to have in all of your rooms. And then generate right form there.

OK, getting back to the Wizard of Oz theme, you know, there's really nothing that I have that you don't have accept maybe a little experience and a plan. So, I encourage you to get a plan. Assume nothing. Test everything. Rehears with everyone. Look at the interface and the activities from the presenter's and the participants' point of view. I can actually downgrade myself to participant any time by going to my Meeting menu and choosing Change My Role. That lets me downgrade myself to a participant view and I'm able to see the interface the way they would. Because I'm already a host on this room though, I can re-upgrade myself to host to carry on. But it lets me see how things are going to look.

It's also important that I use the right language. You heard me stumbling over my words a few times here. And it's certainly difficult when I'm not used to talking about using things like weblinks-pods or video-pods. So I do need to get the right language around what I'm describing. Also, audio is crucial, so in my case I not only using voice-over-IP-audio today on a wired ethernet connection, but I also have two telephone options as backup strategies. So, in case something goes wrong with my audio, I'll wait for Karyn and Alna to tell me that and I'll dial in and then merge my audio with the session room.

Backup plans are crucial to success too. To assume that nothing will ever go wrong will make you not look very magical. But when you have a backup plan and you're able just to slip it in there without anybody noticing, that looks pretty magic.

So, when you start thinking about what it is that you need to do, you need to prepare and test everything and everyone: the presenter, the participants, the software, the content. And on that handout, that worksheet that I had you download, the tracking document, notice that there's a tab there called Four Checklists. And that's these four lists: content, prep, presenter prep, participant prep and software prep, and what I mean by those things. If you haven't downloaded that, I'll give you a chance to download it at the end. And again, it's not magic.

But I urge you to work with a producer if you are really concerned about the risks that you're into. So if you think that you're in over your head and you're not really sure you can handle it, sometimes having a producer really helps. For instance, double check that you are able to do all of the tasks required. In fact, go ahead and tell me by responding to this poll, are you able to do all of these things in front of a live audience, in your software interface? So I'll let you vote, I'm going to –

And as I broadcast the results you can see that many of you are confirming that yes, you're able to do all of these things. The question is, can you do it when the pressure is on? Can you do it in front of a live audience? Can you do it with a clock ticking in the corner of the window? And if not, if you don't feel confident, I urge you to work with a producer, somebody who can help you behind the scenes, troubleshoot participant technical issues, or just be an extra pair of eyes and ears and hands. That can make a big difference, but it's really about risk management. Some people tell me – oops I should have waited until this slide to show you this – but some people will tell me that they just don't have the resources to do it. That's OK. But it's a risk that you need to manage in a different way.

The other thing that I will over-promote is the idea of having a Plan B. Plan A is great when it works. But I personally don't control my internet access. Time Warner Cable does and Verizon does. My computer is picky and sometimes it crashes for no apparent reason. I can't really control that. I can optimize as best I can, but I can't ensure that it won't happen. In fact, where I am working today, the leaf guy was just here. There is always a leaf guy outside the window when you're just wrapping up to do a webinar. So can you get the leaf guy or the lawn guy to come back later? And if I'm using an ethernet-connection I feel confident that I can use my voice-over-IP headset for my audio.

But, because I'm paranoid and because I know it's not magic, I also like to log in on a second computer, with a second, different internet connection. So I might be on my MyFi on my second computer. And I also like to have a backup Telephony function, so that if my voice-over-IP functioning isn't functioning, I have some alternative. Because if you can't hear the presenter's audio, it's pretty hard to proceed with the webinar. So, I'm curious to know if you also are building in these redundancies in your own sessions? And if so or if you have questions about that go ahead and type in the questions panel here. But again, it's not magic. It's just redundancies built in.

I encourage you to plan, practice, get to know the tools, know the behind the scenes things, what the trainer and presenter and host can do that the participants can't do. Of course, test and have a backup plan.

My question to you at this point is, Dorothy, what have you learned? Because she does actually say that at the end. So, I'm going to bring back that chat and ask you to type in chat and let me know what you learned in today's session. As you're responding I'll ask you to please notice on the sessions – on the slides where I wanted you to do something. Notice I added prompts to make it clear to audience members that there was something for you to do here. If I didn't add those prompts, you might think that my question is rhetorical. Or you might not be clear that you're supposed to type in the chat pods instead of the question and answer pod.

Templates rule, yup. Yeah great. I can't believe I'm using Link. Me neither. Yeah, Plan A and Plan B and Jennifer, I have gone as far as Plan D a couple times. Great yeah. And please if you find that this is difficult, me too. I find that it's difficult too. I really need to be on my toes and I've got 15 years' experience and I'm saying that. So don't take it lightly. Don't pretend that it's easy. Please don't tell anybody that it's magic. Because it really does require preparation, planning. It requires you getting in here ahead of time.

And there is one more aspect of this that I just want to share and that is trainers might want to get certification because being a trainer online is not magic either. If you'd like more information about that, the link at the end of this slide is the link to the CompTIA Certification. If you'd like to contact me, I encourage you to do so. Like I said, I would talk about this all day long if Karyn and Alna were not getting the giant hook, about to drag me off of the screen.

Mine is a – hang on just a second, I have to look at my headset – My headset right now is a Logitech. I also have a Plantronics that I like pretty well. But I want you to know that I've unplugged my laptop from its power source, because for some reason my laptop, even though I'm plugged into a grounded outlet, likes to cause a hum on my audio.

I can't really recommend free platforms because I don't like the free ones. They're crappy.

And no, I don't normally wear that hat and no it's not magical. But I wish you the best of luck in your future with your webinars. If you have any questions for me, please stay and type in chat. I'm going to turn things over now to Karyn Gleeson. Go ahead and say your goodbyes.

Karyn Gleeson: Hi everyone. Thanks so much Karen. You have such great information in there. Everyone is very appreciative as you can tell. If you do have any questions for Karen, please type them in to chat. And please stay for our demo and I'm going to turn things over to Alna now and she will tell you more about that.

Alna: Thanks Karyn. I'm going to go ahead and ask you a couple of questions that are coming into the Q & A since we have a few minutes left. Do you recommend having a headset for the best audio output?

Karen: I can't globally say that the headset and voice-over-IP is always better. Sometimes my Telephony is better. It really often depends on the case. You know, the person's connection, and the quality of their headset itself. So I would test them all independently. Personally, though, I like to be hands-free so a headset is helpful for that.

Alna: Great. And another question that came in from Heather is how large are the video file can you play or do you have a recommendation to keep it under a certain size?

Karen: I like to keep videos under 25 meg. But again it depends. If I'm dealing with people who are all on wireless connections, I would rethink 25 meg because it may be burdensome for them to receive that whole file before it starts playing.

Alna: Great. And here's a good question from Tracy. If you've got attendees listening on voice or audio, one or the other, can you still record your sessions?

Karen: Yes, if properly integrated. If you simply have a conference call that you've dialed into and then you have an Adobe Connect session that you're running, those two things don't know anything about each other. So you need to do proper audio integration using the Audio Conference Settings menu here in Connect.

Alna: And then, what is your opinion about have a producer or back-end person for each event? Would you use somebody for all of your events? Or just your larger scale events? How do you do that?

Karen: You know, I personally do use them a lot. Even though I am a producer I often have a producer once I have more like 10 or 15 people by myself in a room. But for our large events we absolutely always have somebody

behind the scenes helping. Again, it's risk management. Can you afford to have somebody there? And can you tolerate what happens if you don't have somebody there, which might mean a slow start to the session, which people often complain about because they can't get their audio connected immediately. So, I say yes, but it depends on your situation. And I think all of my answers are "It depends." I'm sorry.

Alna: Great. "It depends" – that definitely works on every computers or program being different so that was a good answer. Ok so I just wanted to point out to folks that we did record today's session. And we will be making sure to send that out to you by email later today. And also, as Karen had mentioned earlier, that her documents are in the Click download pod there on the left-hand side and you can click on any of those to download those files.

And there are some useful links underneath that on Adobe Connect. Feel free to click on any of those. And I am going to pushing back a quick feedback survey. And we'd definitely appreciate it if you had a few minutes to give us some feedback on today's session. And for those that would like to learn a little bit more about Adobe Connect Learning, our demo is going to be starting in just another minute here and the URL, that's at the top of your page in the Q&A pod, will take you directly to that breakout room, which will be starting. And again, thanks to our Karen and Karyn team today. I thought we had a wonderful session and we hope everybody has a great day today and thank you for joining us.

