

VIRTUAL CLASSROOMS AND EVENTS

The use of Web conferencing to deliver training and related events presents great opportunities and challenges. Benefits include the ability to cost-effectively reach large, geographically dispersed audiences. The logistics of combining the best instructors, subject matter experts and different content sources (video, website content, etc.) in one session are simplified. The up-front investment is small.

However, delivering online sales training with the same content and style used in a face-to-face classroom setting produces disappointing results. It can end up as an online version of “death by slideshow.” The challenge in using this medium is providing a level of engagement and interactivity that makes the content come alive as compensation for losing the benefits of having an instructor in the same room. This is where Via Training excels.

TRAINING VS. EVENTS

Via teaches sales and other customer-facing personnel the product knowledge, applied sales skills and knowledge of sales operations needed to increase sales. Within these applications, Web conferencing is used for two basic purposes: 1) events to quickly disseminate information and create a sense of excitement, such as a product launch and 2) virtual classroom sessions to deliver in-depth training using retention strategies, greater interactivity and two-way communication, such as training on how to cross-sell related products and services. Via supports both uses, often coordinated as first- and second-level training. Via also tailors events and virtual classroom training for integration into blended programs that include self-directed online courses and face-to-face classroom training.

THE ROLE OF ACTIVE LEARNING™

Webcast participants typically join an event from their home, a field office or a hotel room. As a result, they can be easily distracted by other activities in their environment. Other participants may be from indirect channel partners and less



Microsoft® Digital Image 2006
Answer Customer Questions Course Map Resources Help

Practice Your Selling Skills
Click the best response to each question.

Mark 

"Digital Image Standard 2006 is really easy to use and offers editing and organizational tools for your digital pictures that are easily included in free software."

"Digital Image Standard 2006 has more advanced features than the free software included with your digital camera. The software is easy to use and has many one-click features including Autofix."

"Digital Image Standard 2006 is ideal for new digital photographers who want to organize, edit, and share their digital pictures. The software is extremely intuitive and easy to use."

Correct. You have provided your customer with a great overview of the product.

Next Customer

Progress 

Virtual Classrooms include activities for sales personnel to practice sales skills.

interested to begin with. How do you grab and hold their attention?

Via uses our Active Learning model to make online training come alive with highly engaging Macromedia Flash-based activities and Web conferencing features like real-time polling, breakout sessions, moderated chats and more. These activities are part of well-structured and engaging training events, which include four core elements: presentation, practice, feedback and assessment. This style of training leaves participants with fewer opportunities to lose focus. It also includes retention strategies such as opportunities to use new information in frequently encountered sales scenarios. As a result, learners are more engaged, more confident and more skilled when dealing with customers.

COMPLETE SUPPORT

Via Training will coordinate a single event, set up and manage an ongoing program or integrate virtual classrooms and events into a blended program that may include self-directed online courses and face-to-face classroom training.

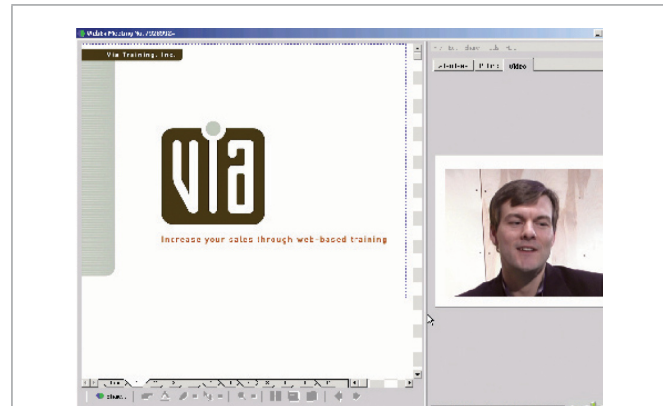
Via uses off-the-shelf Web conferencing services that we set up to meet your specific program requirements. We provide experienced instructors who can also work alongside of and mentor your instructors and subject matter experts. We then use our Active Learning model as part of an instructional design framework to develop program content.

As optional services, Via develops promotional programs to drive awareness of events, downloadable reference materials for use during and after events, and optional training incentive programs to further encourage participation. We offer complete localization services to tailor content for worldwide audiences. Via will provide complete program management services, or assist your managers in setting up and executing a program or event.

WEB CONFERENCING FEATURES

Via configures standard Web conferencing services to support the specific requirements of a program or event. Basic features that enable instructors to manage events and easily share information include:

- Automated event notification, registration and subsequent e-mail reminders
- Content delivery to authorized participants with a minimum 56K Internet connection
- Live events recorded for playback
- Tracking of learner participation through the Site Manager
- Participant polls to obtain real-time feedback
- Electronic files distributed to participants
- The ability for participants to view, annotate and edit documents electronically
- Software demonstrations in real time



Via provides experienced Virtual Classroom instructors who can work with your team.

- Website tours for participants
- Live audio, video, text chat, and voice or text Q&A
- Prerecorded ILT with live programs
- Breakout sessions in which learners collaborate in small groups, then share findings with other groups

MINIMUM SYSTEM REQUIREMENTS

- Microsoft® Windows® 95, 98, NT, 2000, XP; Intel® Pentium®, 166 MHz; 32 MB RAM; Microsoft® Internet Explorer 4.x, 5.x, 6.x, or Netscape Communicator 4.x; JavaScript and cookies enabled; 56K Internet connection
- Mac OS 9.x or later: PowerPC Macintosh G3; 64 MB RAM; Virtual Memory on; Netscape Communicator 4.5 through 4.7, or Microsoft Internet Explorer 5; JavaScript and cookies enabled; 56K Internet connection; QuickTime installed
- Linux: Red Hat Linux 6.x/7.x or compatible versions of the kernel and XFree86; Intel x86 or compatible processor; 128 MB RAM; Netscape 4.7x; JavaScript and cookies enabled; 16-bit or better video display; CDE or OpenWindows; 56K Internet connection

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