



Virtual Event Specialist Training Certification

Primary Learning Outcomes

Here is a summary of the specific skills and knowledge covered in the four week Virtual Event Specialist Training Program at VAClassroom.com:

Lesson 1 - Introduction to Virtual Events

- Explain to clients the types of Virtual Events
- Describe the benefits of having a Virtual Event
- Share the process of setting up a Virtual Event
- List the Virtual Event tools required

Lesson 2 - Building a Winning Virtual Event Strategy for your Clients

- Conduct Virtual Event Technology Assessment for your client
- Develop an effective Virtual Event Strategy

Lesson 3 - Preparation Strategies

- Create the Webpages and Auto-responder E-mails needed
- Connect with interviewees for various events
- Organize the content/Power point
- Consult with the client on Best Practices for each type of event

Lesson 4 - Assisting with Tele-seminars

- Work with the client on a Rehearsal/Dry Run
- Demonstrate to their client how to use FreeConferenceCalling.com
- Demonstrate to their client how to use InstantTeleseminar.com

Lesson 5 - Assisting with Tele-seminars Part Two

- Share Best Practices for conducting tele-seminars

Lesson 6 - Assisting with Webinars

- Explain when a Webinar is more appropriate than a tele-seminar
- List which questions to ask your client when choosing their Webinar platform
- Use Speaker and VA preparation checklists

Lesson 7 - Webinar Tools

- Use Glance software to conduct a Webinar
- Use Audio Acrobat to record audio from a Webinar
- Use Ning to add the chat feature to a Webinar
- Use Camtasia to record a Webinar
- Use the GotoWebinar software to conduct a Webinar

Lesson 8 - Moderating and Contingency Planning

- Demonstrate the skills and duties required of a Virtual Event Moderator
- List contingency and back up plans for Virtual Events

Lesson 9 - Recording the Webinar

- Use Camtasia 6.0 screencasting software to record, edit and produce a Webinar in a variety of formats
- Upload the event using FTP

Lesson 10 - Live Streaming Events

- Explain the benefits of doing Live streaming events
- List the popular streaming services
- Share with their client examples of some popular shows
- Describe the features of Ustream.tv

Lesson 11 - Live Streaming Events Part 2

- Train the client how to run their own Ustream show
- Run a live Ustream show for the client
- Train the client how to bring in guests

Lesson 12-Live Streaming Internet Radio

- Registering an account with Blog Talk Radio
- Setting up a profile on Blog Talk Radio
- Scheduling a show on Blog Talk Radio
- Train the client how to delivering a show on Blog Talk Radio

Lesson- 13- Social Media with Virtual Events

- Utilize Twitter and Hash tags (#VES09) to expand audience reach and facilitate interaction
- Utilize Ning.com during Virtual Events
- Social Media activities before, during and after the event

Lesson 14-Posting the Recordings

- Place a Teleseminar recording on the client's blog or Website
- Place a Webinar recording on the client's blog or Website
- Place a Ustream show recording on the client's blog or Website

Lesson 15-Repurposing for Added Value

- Explain how repurposing works to bring additional traffic to the client's site
- Repurpose audios into videos
- Repurpose videos into audios
- Repurposing audios and videos into articles and blog posts

Lesson 16-Creating a CD/DVD

- Produce a Video in Camtasia to be placed on a CD or DVD
- Create the DVD Menu
- Burn the CD/DVD using Windows media player and DVD architect
- Use the product fulfillment center Kunaki to create and send multiple DVDs

Lesson 17-Marketing Your New Skills

- Create a package for your new services
- Market your business through the use of press releases, e-mails, Youtube, marketing to specific clients, marketing to existing clients