



## **Virtual Event Specialist Training Certification**

### **Primary Learning Outcomes**

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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