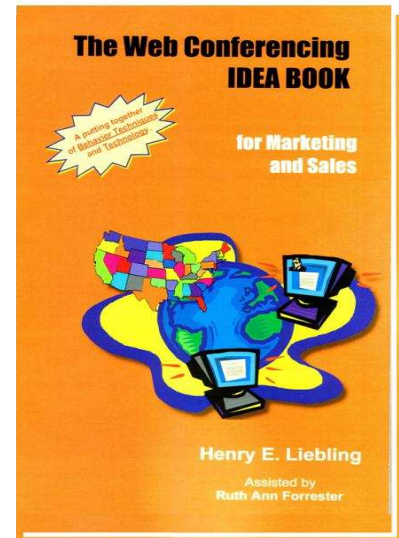


**Web Conferencing ...
gives you an alternative
to traveling to a meeting
or training session**

**Increase and Improve Productivity,
Innovation, Communication, Learning, and
Relationships with people who are
off-site in different locations.**

**Cut costs. Reduce gasoline use. If you are
traveling less, you have time for
other things.**



Web Conferencing is ideal for multi-location, geographically distributed working and training situations.

This breakthrough book is about synchronous virtual meetings / conferences and virtual instructor-led training. The author, a training and organizational development professional, began using software for virtual meetings and distance learning in 1992. This book is a synthesis of his experience, with special attention to bringing together marketing and sales examples, insights, behavioral techniques, and an emphasis on “personal touch” with how the technology works.

The book is visually appealing, with instructive images, charts, lists, and more. It is easy to read and it can be incorporated into programs that teach people how to be effective as virtual professionals and/or distance trainers.

Contents

- ☑ **Softbound book - 5 ½ x 8 ½. 154 pages. ISBN 978-0-9789159-4-0. US \$19.95.**
- ☑ **Over 50 Examples of Marketing and Sales Professionals Using Web Conferencing in their Day-To-Day Work.** Examples are presented for Marketing and Sales that cover (1) Day-To-Day Operations and Management, (2) Customer Communications, (3) New Initiatives, (4) Managing Relationships, and (5) Learning and Performance Improvement. These examples – ideas – help you identify opportunities for you and your organization.
- ☑ **Eleven Important Things To Know About Web Conferencing.** This information gives the reader a solid understanding of the basic principles, terminology, capabilities, and benefits of Web Conferencing. The idea of “Blended Communications” is introduced. After completing this section, you are able to list ideas on how Web Conferencing can benefit you and your marketing, sales, and customer organizations.

The Web Conferencing IDEA BOOK for Marketing and Sales
For marketing, sales, and customer operations professionals.

- ☑ **Productivity and Time Management Charts.** The concepts of “Lost Time” and “New Time” are presented. Not driving to meetings for just several hours a week, or more, definitely adds more “New Time” to your life. “New Time” charts are presented, for 1, 100, 500, and 1000 people. When Web Conferencing is used as an alternative to traveling to a meeting, you also use less gasoline.
- ☑ **10 Location Scenarios.** Examples are presented that range from two people to over one thousand people using Web Conferencing. Four scenarios cover situations when people are at their own PC. Six scenarios covers situations when Web Conferencing is used with people in small meeting rooms, auditoriums, and large conference facilities. Each scenario tells the reader what is needed in terms of Internet connectivity, telephone, cameras, and so forth.
- ☑ **Additional Tools To Use – Room Technology.** When Web Conferencing is used in meeting rooms, auditoriums, and large conference facilities, you need speakerphones (or sound system), projection systems, and/or electronic (digital) whiteboards. This information helps you prepare for success.
- ☑ **Day-To-Day: How to Manage Time, What Content to Show, What Content to Type on the Screen, How to Interact and Collaborate.** Eighteen concise Web Conferencing Case Studies are provided. These include 15 minute, 1 hour, 4 hour, and one day examples. These Case Studies give you ideas on matching Web Conferencing to specific problems; who to invite to meetings; behavioral considerations; what content to show / discuss; what content to type on the screen so everyone sees it at the same time; tasks during the Web Conference; interactions among people, and more.
- ☑ **Learning and Training.** The reader will find examples for the A.D.D.I.E Instructional Systems Design process and definitions for Blended Learning and Distance Learning. Seven concise Case Studies are provided for using Web Conferencing for the training function and for virtual instruction (“Virtual Classroom”). Four Blended Learning examples are provided, including a fifteen hour example. These include a synthesis of self-paced learning, live classroom, on-the-job activities, expert feedback, and an asynchronous virtual campus.
- ☑ **65 Tips and Techniques.**
 - ✓ Organizational Development (8)
 - ✓ Getting Started (4)
 - ✓ Planning and Preparing Your Web Conference (18)
 - ✓ Building Relationships (8)
 - ✓ Engaging and Involving Participants (9)
 - ✓ Developing Your Web Conferencing Skills (14)
 - ✓ Extra Tips (4)

*This book is based on the comprehensive (242 pages) The Web Conferencing Imperative for Collaboration, Productivity, and Training. ISBN 978-0-9789159-0-2 by Henry E. Liebling.
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