

Make “*Meaningful Connections*” with Web Conferencing

Meaningful Connections propel

- Sales and Customer Retention
- Innovation
- Transformation
- Collaborative Solutions
- Sustainable Growth
- Individual and Team Performance

Web Conferencing is a big business trend that is still in its comparative infancy. There are many misconceptions, and even confusion, about different ways to use web conferencing.

What Style is your Web Conference?

Here are three distinct ways of using Web Conferencing. Having this terminology will help us increase our imagination about using web conferencing. These distinctions will also lead us to developing our skills and processes so that we are as effective as we can be.

| Web Conferencing Styles by Henry E. Liebling | | | | | | | | | | | | | | | | | | | |
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| Webinar Style | Generally, the Web Conferencing “ Webinar Style ” has three elements or components: Presentation – convey information Light discussion Question and answer | | | | | | | | | | | | | | | | | | |
| Training and Education Style | The Web Conferencing “ Training and Education Style ” is often referred to as the live virtual classroom experience. When using Web Conferencing for “distance learning,” there is great attention to planning and implementing a virtual learning environment that actively and continuously involves and engages the participants, the learners. Instructional Design and Development Live Virtual Delivery Producer Role | | | | | | | | | | | | | | | | | | |
| Collaboration Style | The Web Conferencing “ Collaboration Style ” is used to “ replicate ” what we typically do when we have a face-to-face meeting. Here are examples of using Web Conferencing for different types of meetings, agenda items, activities, and objectives. <table style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 33%;">Consult</td> <td style="width: 33%;">Coach</td> <td style="width: 33%;">Assessments</td> </tr> <tr> <td>Selling</td> <td>Account Management</td> <td>Customer Retention</td> </tr> <tr> <td>Offsite Retreats</td> <td>Debrief Stakeholders</td> <td>Solve Problems</td> </tr> <tr> <td>Brainstorm</td> <td>Identify Requirements</td> <td>Action Plans</td> </tr> <tr> <td>Visioning</td> <td>See/Discuss a Prototype</td> <td>Project Management</td> </tr> <tr> <td>Set Goals/Priorities</td> <td></td> <td></td> </tr> </table> | Consult | Coach | Assessments | Selling | Account Management | Customer Retention | Offsite Retreats | Debrief Stakeholders | Solve Problems | Brainstorm | Identify Requirements | Action Plans | Visioning | See/Discuss a Prototype | Project Management | Set Goals/Priorities | | |
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| Set Goals/Priorities | | | | | | | | | | | | | | | | | | | |

Dear Reader,

I am an advisor, catalyst, trainer, coach, and “go to” person, helping organizations optimize their use of web conferencing.

Virtual Consulting and Coaching Service

1-2 hours a month

Custom Designed Solutions are also available

Outcomes: You gain insights, knowledge, and skills for the three Web Conferencing Styles. You will be able to:

- Use advanced web conferencing techniques and business practices to connect with others in much more meaningful ways.
- Plan and facilitate highly collaborative virtual meetings, with your team, clients, and prospects.
- Design and deliver synchronous virtual classes.
- Deliver billable services to your clients.

I have **authored four books on web conferencing**, including “*The Web Conferencing Imperative for Collaboration, Productivity, and Training.*” (At Amazon)

Throughout my career, I have worked with leading organizations (private, governmental, educational, healthcare, and non-profit) to create change and improvement. My professional roots are in management, performance improvement, organizational development, sales development, customer service management, and improving business processes.

I’ve completed highly successful distance learning and virtual working projects for:

Microsoft
Nokia
BellSouth
Orkin-Rollins
Kuwait Airways
Q2 Learning
U.S. Security Associates
Link-up International
Clean Air Campaign
Organization Change Alliance
Institute of Industrial Engineers
American Society for Training and Development (ASTD)
State of Georgia “Work Away” telework program

Sincerely,

Henry E. (Hank) Liebling
Co- Founder, MoreVirtual.com

ASTD Chapter Vice President

“ ... a great program ...”

New Revenue

A consulting firm hired me to help them more effectively use web conferencing. Within four months of my starting work with them, they booked 50 new training sessions, using web conferencing for delivery.

Lean Six Sigma Black Belt & Champion

...”Henry is an expert on interpersonal virtual communications, meeting dynamics, and technology trends and getting the absolute best out of virtual teams.”

Blended Learning (Global Company)

Calculation of costs – savings of \$9,000 per session. The participants performed better in the blended program.

Former Science Advisor to the President of the United States

”Henry Liebling’s Web Conferencing book is a tour-de-force for those of us who need a way to communicate economically and effectively.

University President

”... the hands-on, step-by-step approach removes all the mystique from the process and includes dozens of outstanding tips that will greatly benefit any organization.”

Web Conferencing Resource
www.lessdriving.org