

How to deliver successful online training, workshops & events

James Akers, Wednesday 20 January 2021



Digital Culture
Network




- Promotion and registration
- Challenges of delivery
- Platforms and functionality
- Technical setup
- Accessibility
- Post-event follow up

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digitalculturenetwork.org.uk



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About

Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown.

Read More

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



Question time!

What was the best online event you've attended?

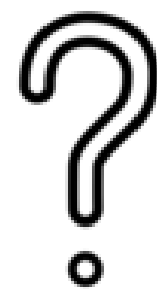
Why was it good?



- 
- Promotion and registration
 - Challenges of delivery
 - Platforms and functionality
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Promotion and registration

- Schedule well in advance
- Capture attendee details using registration platforms such as Eventbrite
- Ask what questions your audience would like answered in the session
- Set the expectation

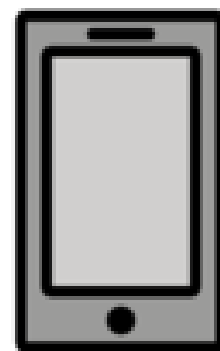


- Promotion and registration
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Some

Challenges of online delivery

- Attendee live experience
- Accessible for all
- Gauging understanding of topic
- Interaction and engagement



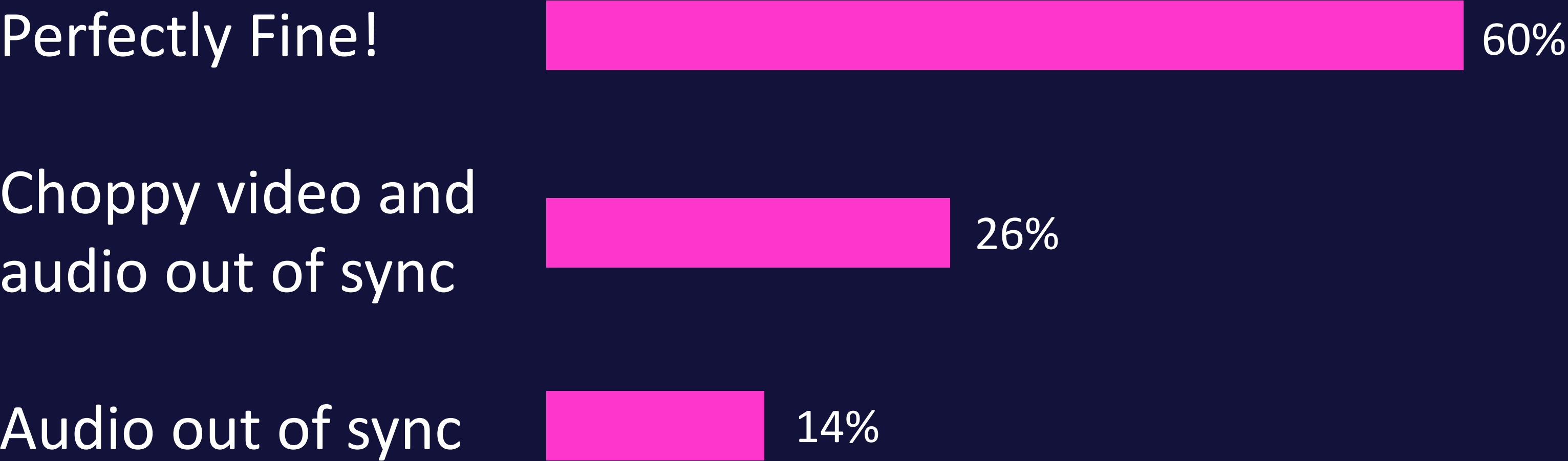
YouTube Embed



Question time!

How was that?





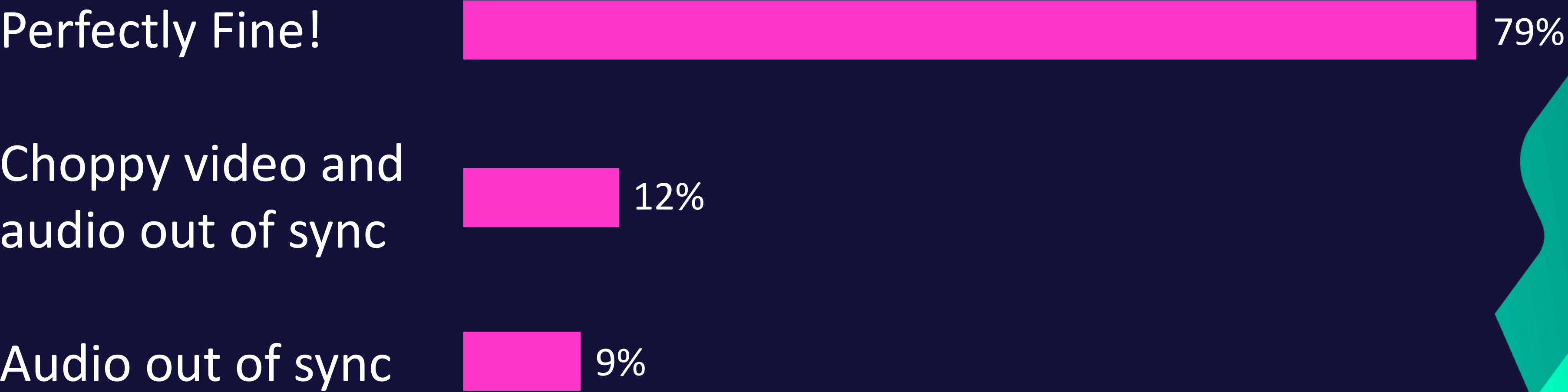
File saved on computer



Question time!

Any better?





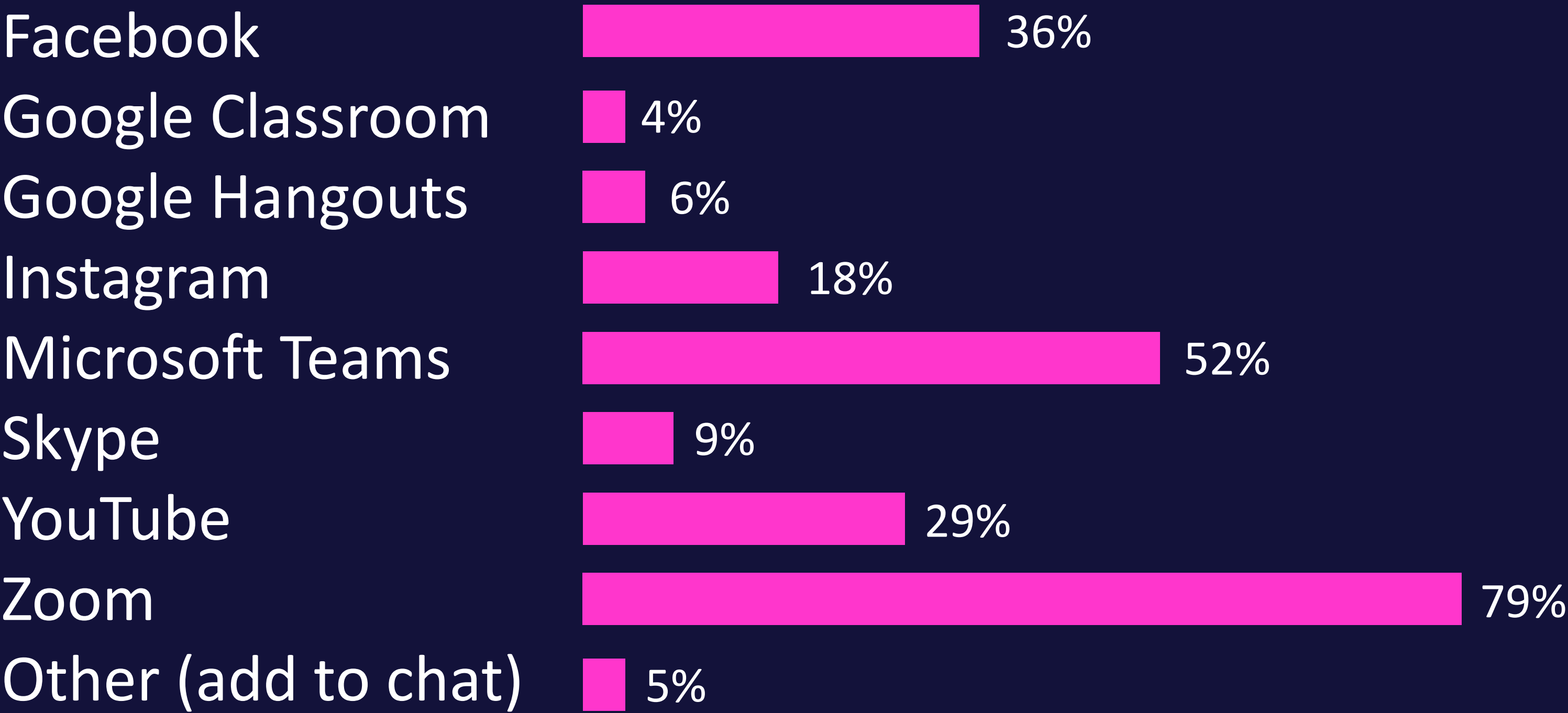
- Promotion and registration
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Question time!

What platforms do you use to deliver live events?

(if “Other” pop it in the chat)





Online platforms





Taking your physical event virtual?

Learn how to host user conferences, executive briefing centers, customer and prospect events, webinars, or training sessions virtually over Zoom.

Learn how to host a world-class virtual event today




1

Select a window or an application that you want to share


Basic

Advanced


Files



Portion of Screen ?



Music or Computer Sound Only ?



Content from 2nd Camera ?

☐ Share computer sound

☐ Optimize Screen Sharing for Video Clip

Share



Digital Culture
Network



What is **Google Analytics**?



What is Google Analytics?
3:17



#GoogleAnalytics #DigitalMarketing #DigitalCultureNetwork

Google Analytics for absolute beginners

1,028 views • Streamed live on Apr 16, 2020

30

0

SHARE

SAVE
















Digital Culture Network

ANALYTICS

EDIT VIDEO

Top chat replay ▾



-  Laura Steele Hello, I'm Laura from Skipton Town Hall
-  Tactile Studio Hi, I am Alexandra from Tactile Studio (inclusion and accessibility in arts and culture). Thanks!
-  Roisin Daly Roisin - digital trainee
-  Without Walls Hi all
-  Christina Hazboun Hello from MARSM
-  OperaUpClose Hello, Amy (Producer) from OperaUpClose
-  Chair4Hire I am Ty from Houston, TX USA I own a corporate wellness company.
-  Helen Thomas Freelancer working for Srishti (classical Indian dance)
-  dramaandsome Hi. I run a small theatre company in the West Midlands. my name's Suzan
-  Severn Arts hello from Severn Arts in Worcestershire
-  carlakingham87 Hello I'm Carla from Bleeding Nora, Theatre
-  Figgety Hello everyone- Alice Kennelly here, freelance arts manager based in Belfast...
-  LifeTheUniverseandEverything Is there a way we can sign up for all of the webinars at once?

HIDE CHAT REPLAY

Up next

AUTOPLAY



Learn SQL in 1 Hour - SQL
Basics for Beginners

Bitsy

Write your game's title here

tools

room

play example room

NVM

National Videogame Museum

Please help save the NVM

JustGiving.com/campaign/SaveTheNVMuk

Game Making with Bitsy with the National Videogame Museum

363 views • Streamed live on 12 May 2020

19 0 SHARE SAVE ...

NVM

The National Videogame Museum

301 subscribers

SUBSCRIBE

Top chat replay

Live chat replay is on. Messages that appeared when the stream was live will show up here.

Conor Clarke

hello!

Conor Clarke

can hear you!

Roger Thorns

Hello from matty and lottie

Conor Clarke

loved the Letter Quest one last Friday

HIDE CHAT REPLAY

DragonRuby GTK Workshop

DragonRuby GTK - Coding Workshop for Aspiring Game...

Amir Rajan

The Together Mode and Large Gallery View features are rolling out to customers now. [Learn how to turn on these new features >](#)

Microsoft Teams

More ways to be a team.

Sign up for free

Sign in

[Take a Teams guided tour >](#)



Come together

Question time!

What makes good training content?

What makes good training delivery?



- Promotion and registration
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Technical setup

- Hard wired Ethernet connection is recommended
- Use a lapel or USB mic to improve audio quality
- A second person in support is essential
- Test everything in advance
- Have plenty of water to hand!





Slow Down!

... Distinct visitors to your site. If I visit your site 30 times using the same device, I will be counted as one unique user. Cookies are used to identify me.

... Sessions

- Total number of visits to your site, including repeat visits from the same user. A new session is counted after 28m30s of time passing between actions on the site.

... New vs Returning users

- Cookies are specific to your browser and device. If I visit on my computer and then on my phone I will be counted as two users. Google Analytics shows a slightly inflated percentage of new users.

... Quality metrics

- **Average Session Duration**
 - How long users are spending on the site. If they are on for a long time, they could be seen as being an engaged user.
- **Bounce Rate**
 - The number of users who land on your site and they leave without taking any further action, divided by your total number of users. A high bounce rate is not necessarily a bad thing. If you take an action, like clicking a second page, it is not counted as a bounce.
 - Bounces are counted as 0:00 in Average Session Duration, so these need to be filtered out to get a more accurate number.
- **[Show] Using the date range picker**
- **[Show] Comparing date ranges**
 - Benchmarking: On average we get X visitors.
 - Has this changed over time?
 - Where was the traffic coming from?
- **[Show] Sharing saving and reports**
- **[Go to] Demographics**
- **[Go to] Location**

... Reports: How did they find me?

- Aggregate data by Source and Medium
- These are the domains (websites) sending traffic to your site
- This is the broad category for the type of traffic e.g. Organic, Referral, and Paid
- **[Go to] Channels**

... Reports: Where did they find me?

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- **[Go to] Channels**

... Reports: What are they doing on my website?

- **[Go to] All pages**
- **[Go to] Landing pages**
- **[Show] Secondary dimensions**
- **[Go to] Exit pages**
- **Advanced**
- **Join**

... The power of segmentation

- Available at the top of all reports. Click on the segments tab to see more segments.

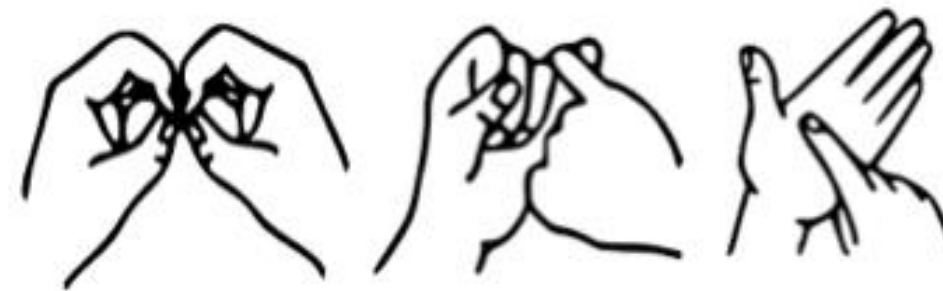
... Wrap up and final comments

- Join the upcoming webinar
- Check out AMA and Audience Agency as they are running webinars coming weeks as well
- Digital Culture Network tech champions
- I'll send the resource list to take your learning further
- Hope it was useful, any feedback gladly received!

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Subtitling and Captions

- Live subtitling
- British Sign Language
- Recorded content captioning




Black Country Living Museum

←

Black Country Museum

⋮



@blackcountrymuseum

54

Following

365.7K

Followers

4.9M

Likes

Message

▼

A living museum based in Dudley, UK.
Reigning #museumbeef champion.

<https://bit.ly/2SVbxCu>

⋮

❤️

It would have been hard to imagine
▶ 9200

▶ 16.5K

things in my newly refurbished 1930s apartment that just make sense
▶ 39.2K

←

Black Country Museum

⋮

⋮

❤️

▶ 902.2K

▶ 227.5K

▶ 503.5K

▶ 185.4K

▶ 921.0K

▶ 384.1K

▶ 476.9K

in my Victorian Back-to-back house that just make sense
▶ 416.3K

▶ 319.5K

▶ 1.2K

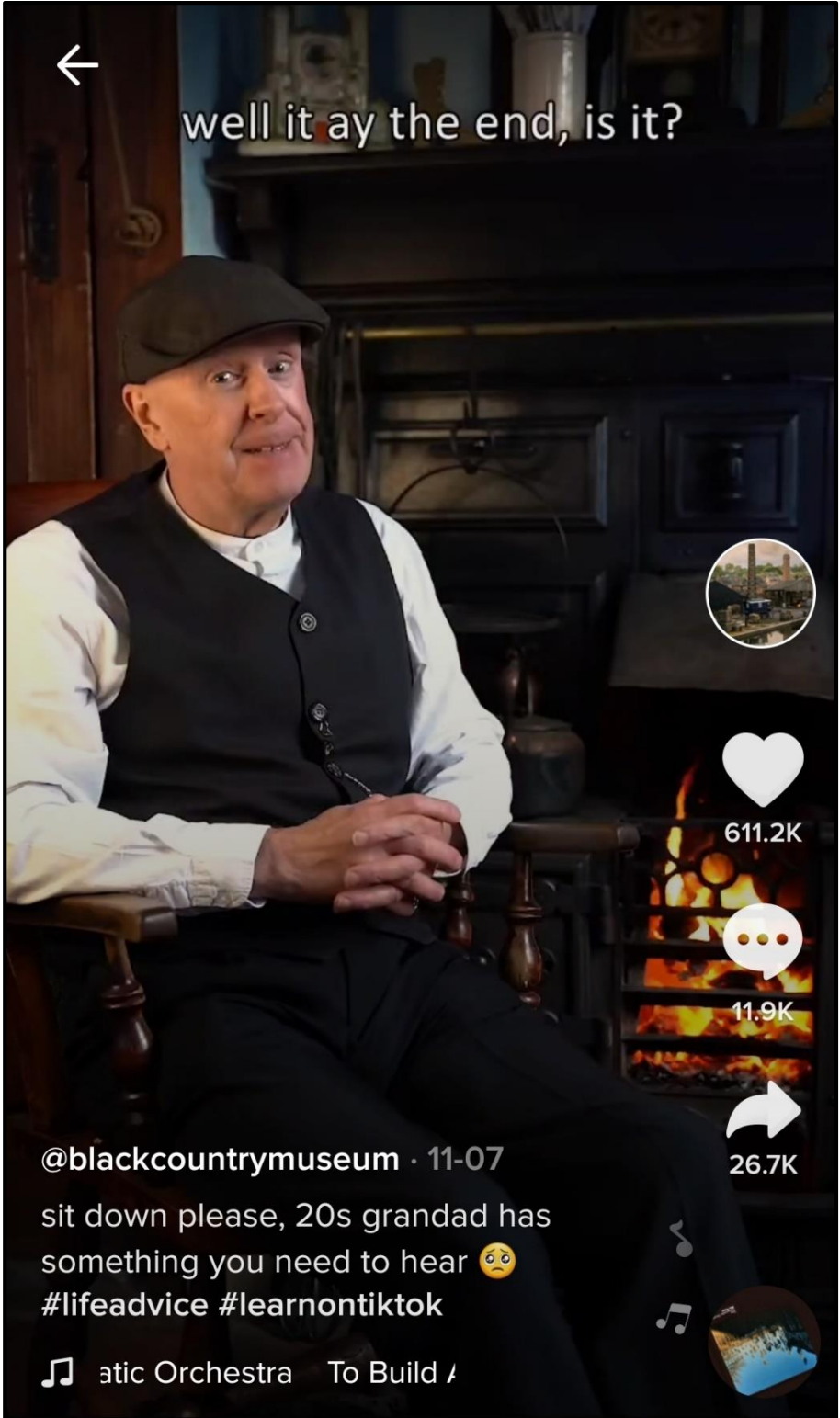
▶ 1.2K

▶ 1.2K

←

well it ay the end, is it?

⋮



❤️

611.2K

💬

11.9K

➦

26.7K

@blackcountrymuseum · 11-07

sit down please, 20s grandad has something you need to hear 🥺
#lifeadvice #learnontiktok

🎵 atic Orchestra To Build /

Add comment...

←

Breathe, relax,

⋮

11.9K comments

✕

queenofarcana
Thank you so much 🥺 I miss my grandad so much and after moving away from the Midlands I've missed that accent 😊 11-07
Liked by creator
View replies (23) ▼

imgonnasayitnow
this got no business making me cry 11-07
Liked by creator
View replies (14) ▼

jenningsbrower ✓
This will forever live rent free in my heart 🥰 11-08
Liked by creator
View replies (14) ▼

peekaboobitches
I really miss my grandad now 🥺

Add comment...

Home

Find a setting

Ease of Access

Vision

Display

Cursor & pointer

Magnifier

Color filters

High contrast

Narrator

Hearing

Audio

Closed captions

Interaction

Cursor & pointer

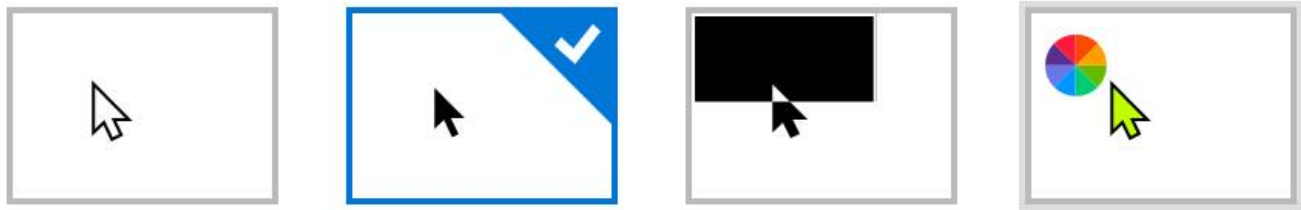
Make pointer, cursor, and touch feedback easier to see.

Change pointer size and color

Change pointer size



Change pointer color



Make the cursor easier to see when typing

Change cursor thickness



Change touch feedback

Show visual feedback around the touch points when I touch the screen



☐ Make visual feedback for touch points darker and larger

Related settings

[Additional mouse settings](#)

 [Get help](#)

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Follow up


What do *you* want?

- Recording of session
- Additional resources
- Survey
 - What can be improved?
 - What can be removed?
- Promote future events

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125 views • Streamed 1 week ago




Earning revenue from live streams | Crowdcaster | Digital Culture Network

45 views • 2 weeks ago




A beginner's guide to TikTok

231 views • Streamed 2 weeks ago




How to take your Twitter profile to the next level

344 views • Streamed 1 month ago




Connected to Culture LIVE: Moving arts and culture online

96 views • 3 weeks ago




How to take your Instagram account to the next level

467 views • Streamed 2 months ago




SEO explained in one hour

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114 views • 3 months ago




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Online safety for organisations working with children and young people

1.5K views • Streamed 4 months ago



How to audit your Google Analytics account

714 views • Streamed 5 months ago



10 common eCommerce mistakes to avoid when...

238 views • 5 months ago

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