VIRTUAL TRAINING ROOM
Marketing Your Training to Students and Instructors

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Introduction

You’ve decided to introduce Virtual Training Room to your learning program. Great! So how do you get trainers and participants on board? Whether you’re promoting your Virtual Training Room to internal employees, channel partners or customers, there are strategies to make your program more widely visible and accepted.

Communicate the Benefits

As you develop your Virtual Training Room marketing plan, be sure to communicate the benefits of the learning approach compared to either live or on-demand training. That’s right, you may need to “make the case” for why someone would want to take a virtual training course. Some may be wary of change, particularly if this virtual component is new to your training program. Consider creating a wiki page, email, or short FAQ that highlights the benefits of this virtual learning environment, such as:

- A more enriched learning experience
- Ability to experience the live classroom in the comfort of their own environment
- Ability to see and interact with fellow participants and the instructor

Cite industry research and other resources to get your audience excited about training in this environment and the value they’ll get from participating.

As you conduct your Virtual Training Room classes, be sure to survey your participants on their experience. Use these as testimonials in your email communications, on your website and in course materials to help add credibility to the power and value of the learning model. When sending updates about upcoming courses and new training content, always mention the option to take the class virtually and provide a link to your wiki, FAQ page, or other content that provides more information on your virtual learning program.

Engage Evangelists and Advocates

Research shows that people are influenced most by peers that they trust, so finding champions to speak about Virtual Training Room is critical to successful promotion. Create a blog or develop articles that contain tips to making the most of a virtual learning experience.
Checklist

Congratulations on your decision to incorporate Virtual Training Room into your training. Use this checklist to get started on marketing Virtual Training Room to your learners and instructors.

- **Send out an e-mail to your learners, letting them know about the option for Virtual Training Room.**
  
  Let your participants know early about the option for Virtual Training. Get them thinking from the beginning about taking the class remotely and they’ll be more inclined to take advantage of the option when the class comes.

- **Release a FAQ on your website or as a PDF.**
  
  Be preemptive and upfront about the questions that your learners might have about Virtual Training Room. Providing a document like this will help facilitate the process.

- **Provide video links to both learners and instructors, illustrating the experience of Virtual Training Room.**
  
  A visual demonstration of Virtual Training Room is one of the best ways to clearly illustrate how it’s going to benefit both instructors and students. MicroTek has several videos to help instructors and students understand the benefits of Virtual Training Room and learn how to use the technology.

- **Publish a press release announcing your Virtual Training Room class offerings.**
  
  Let everyone know about your new Virtual Training classes! This will put you, your company, and your program in the spotlight for providing innovative training solutions.

- **List Virtual Training Room on your website as a potential location for your training with descriptions of the Virtual Training Room Experience.**
  
  This lets participants know that it’s the same class they will be taking regardless of which modality they choose.

- **Conduct a Train-The-Trainer session with your instructors, so they’re familiar with Virtual Training Room and how it can enhance their classroom.**
  
  A brief session before training can help calm any apprehension that instructors may feel about the training. Virtual Training Room is easy to learn and use and a session like this can help demonstrate that to your instructors.

- **Create a survey for your learners to measure their impression of Virtual Training Room.**
  
  Receiving feedback is important for any training, as we constantly seek new and innovative methods for effective learning.
Email Announcing Your Virtual Training Room

Consider putting together an html email to send to your marketing and student list announcing your new virtual offering. Provide links to the registration page or an informational page with more information on the courses.

Announcing New Virtual Training Room Courses

We’re excited to announce that you can now take our courses from anywhere in the world in our Virtual Training Room. Utilizing the latest in video conferencing technology, Virtual Training Room allows you to receive the interactive experience and classroom instruction of our courses—without the need to travel.

Visit our site to learn more about how you can benefit from our virtual course offerings.

Learn More
**Press Release**

Write and distribute a press release announcing your new virtual offering. See the sample template below:

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**ACME Training Now Offers Classes through Virtual Training Room**

FOR IMMEDIATE RELEASE

(March 2017, Chicago) ACME Training is proud to announce that it will now offer training utilizing Virtual Training Room, an innovative learning delivery solution that enables remote participants to connect to and participate in live, instructor-led classes.

ACME Training has a long history of successful training in the design and technology market. The inclusion of Virtual Training Room allows ACME Training to enhance and expand their training offerings, by providing flexible training options to participants throughout the country.

Participants will be given the choice to take their courses either onsite or remotely. Both groups of participants will receive the same opportunity to interact with each other and the instructor, through the powerful two-way technology of Virtual Training Room. This allows for learners to realize the convenience of remote learning—with reduced costs and travel time—while benefiting from the unmatched learning experience of instructor-led training.

ACME Training utilizes MicroTek’s Virtual Training Room for the delivery of the remote classes. The interactive training platform uses highly-collaborative two-way video conferencing technology to expand the classroom learning experience to a hybrid learning environment—where both remote and onsite participants receive the same learning experience.

ACME Training is the leading provider of database design and delivery training and has provided training to over 15,000 students since its founding in 2015.

MicroTek is an industry leader in training delivery solutions, including training rooms, virtual training solutions and training logistic management. They have a network of over 3,000 training facilities and help to provide 30,000 classes every year.

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Registration Materials

For your online registration, provide not only the link to register for virtual classes, but also a description of the Virtual Training Room. Providing this description will let your participants know that they are not simply registering for an extended webcast, but for an interactive, collaborative classroom experience.

Sample Description

Virtual Training Room allows you to receive live, classroom training without having to travel to the physical class. Utilizing advanced video conferencing technology you are able to take part in classroom training just as though you were physically present.

This unique classroom experience offers remote learners the face-to-face benefits and collaboration of instructor led-classroom training. You will be able to interact with the instructor and other class participants and the instructor will be able to see and hear you—leading to a more engaging, effective learning environment.
Frequently Asked Questions

What is Virtual Training Room?

Virtual Training Room utilizes advanced video conferencing technology specifically designed for the learning environment to allow remote participants to take part in classroom training just as though they were physically present. The result is a hybrid learning environment where remote participants experience the same collaboration, instructor interaction and learning benefits as if they were physically in the classroom.

Will I like taking a class via Virtual Training Room?

Learners who have attended training using Virtual Training Room have rated their satisfaction with the course equal to, and in some cases higher, than that of in-class learning. These learners continue to choose Virtual Training Room for other classes.

What does Virtual Training Room look like?

Interaction is just as easy for virtual participants as for participants inside the classroom. Virtual participants are displayed on two large screens at the back of the classroom. When virtual participants speak, they will occupy the entirety of those screens. Virtual participants essentially are the “back row” of the classroom.

The remote learner also has the same degree of accessibility to the classroom and instructors. They are able to see the instructor’s presentation and the white board from their computer screen. If they need assistance, they can raise their hand, ask the instructor questions, or even share their screen with the instructor.

How is Virtual Training Room different from other virtual instructor-led training platforms?

Virtual Training Room stands apart from other virtual instructor-led training (VILT) platforms because of its emphasis on two-way interaction. Traditional VILT platforms function primarily as one-way video sharing, with minimal remote student interaction. This leads to static and often boring learning environments.

Virtual Training Room, however, allows for two-way interaction, incorporating both remote and on-site participants in equal measure. Virtual Training Room delivers the full class experience, not just the instructor’s presentation.

What benefits does Virtual Training Room attendance offer over in-class participation?

Virtual Training Room allows remote participants to train where it is most convenient. If travel is prohibitive, either due to cost or time away from home or office, Virtual Training Room is an ideal alternative.

(cont.)
Frequently Asked Questions (continued)

Do I have to download special software to connect to Virtual Training Room?
There is a small plug-in for internet browsers required to run Virtual Training Room that is compatible with most PC’s and Macs. It is very easy to install and works with most up-to-date systems and browsers.

What hardware do you need for Virtual Training Room?
Remote participants need a computer with a reliable internet connection as well as a microphone and webcam to allow for effective two-way communication between the instructor and class participants.

What if I need technical assistance with Virtual Training Room?
MicroTek provides technical support for Virtual Training Room participants and instructors. While the platform has proven very stable, should any issues arise we will be on-hand to assist. Remote participants can receive real-time support for their technical issues. Additionally, our on-site staff is available to provide support for instructors or participants in MicroTek facilities.
Use Videos to Illustrate the Virtual Training Room Experience

In order to assist in your transition to Virtual Training Room, MicroTek has produced videos for you to provide to your instructors and participants, communicating the benefits and experience of Virtual Training Room.

Talk to us about embedding these on your site as a resource to educate instructors and learners.

**Virtual Training Room from the Instructor’s Perspective**

Use [this video](#) to help acclimate your instructors to the power of Virtual Training Room and how it can expand their classroom.

**Virtual Training Room from the Learner’s Perspective**

Use [this video](#) to introduce your learners to the option to take training from Virtual Training Room and the benefits it can offer them.

**Virtual Training Room Instructional Video**

Use [this video](#) to introduce your learners Virtual Training Room platform.

If you’re interested in embedding these videos on your resources page, contact us at [Marketing@mclabs.com](mailto:Marketing@mclabs.com).
Post Class Survey

In addition to your usual survey questions about your instructor, material and how your participants rate your course, you should provide survey questions to help you assess how your learners feel about the Virtual Training Room.

Example Survey Questions:

How would you rate the overall experience of the Virtual Training Room?

1  2  3  4  5
Poor                   Excellent

The Virtual Training Room platform was easy to use.

1  2  3  4  5
Strongly Disagree       Strongly Agree

Virtual Training Room provided an interactive learning experience.

1  2  3  4  5
Strongly Disagree     Strongly Agree

I would take another course using Virtual Training Room.

1  2  3  4  5
Strongly Disagree     Strongly Agree

Do you have any comments on your Virtual Training Room experience?

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Additional Resources

You may also be interested in our Complete Guide to Hybrid Learning. This comprehensive guide provides an overview of the benefits and best practices of hybrid learning and can be downloaded here.

Virtual Training Room Demo

If you haven’t experienced MicroTek’s Virtual Training Room, you can visit our site to learn more and schedule a demo.

Visit www.mclabs.com for more information on MicroTek’s Virtual Training Room and full line of training delivery services.