2020 Products and Services

Lightbulb Moment
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Focus
Dedicated to live online learning since 2013

Aim
To empower and upskill your staff to design and deliver great live online sessions

Values
Always best practice and modern learning methods

Vision
Allowing more people to get great training no matter the distance

Style
Highly interactive and engaging delivery, with social learning at its heart, along with a bit of fun

Passion
Creating a spark so that everyone can have their own lightbulb moment

What we stand for

We believe that live online delivery can be as good as face to face training, if not better!
Virtual Classroom
Light Options
Light Options: why we have them

Experience it live
Get involved and see live online learning in practice, hands on experiences using the tools and participating in activities

See the potential
Find out what you like about virtual learning and get a better understanding of what is possible

Next steps
Arm yourself with the information to start your live online learning journey and how it could work within your organisation

Light options: our offering

01 Consultancy

02 First Steps Webinar

03 Virtual Classroom Taster Experience
Consultancy

Discussion points

Speak with our expert and shed light on the tough questions you have. Entirely tailored to your needs and focused on helping you achieve your goals

- Software platform pros, cons and I.T. requirements
- Evaluating your current training materials for live online learning conversion
- Advice on upskilling your training staff
- How to implement live online successfully in your organisation
- Making you aware of items you might not have even thought of
- Helping you fill in the gaps when it comes to planning
- Providing time frames to match your end goals
- General questions and advice

How it can help you

- Think differently
- Plan your next moves
- Achievable goals

Focus on what's important
Invest resources wisely
Get you ready to launch!

Contact us
Objectives

First hand live online learning experience - An opportunity to see best practice of a webinar session. Use the tools and get involved in structured activities
Learn about live online learning - The differences between webinars and virtual classrooms and how the amount of attendees can impact learning
Challenges and opportunities - Learners view point, trainers mindset, benefits to the organisation and impact on staff
Skills required - Skills you may have already that work live online, what skills can be adapted and what will be needed
Foundation of understanding how live online learning works - Develop an informed view of live online learning and continue the conversation internally with a common understanding

Right for you?

Open minds to how live online works
Need to see the potential
Cost effective place to start
New Ideas

New to live online learning
Not sure if it’s right for you
Staff not sure it can work

FAQ
Contact
**Virtual Classroom Taster Experience**

**Objectives**
- **Virtual classroom experience with tools and activities**: Your training team gets hands on with utilising tools in engaging, layered activities, focusing on learning points.
- **Interaction and social learning**: Lots of interaction points for discussion in chat, on the microphone and using whiteboards displaying social learning.
- **Detailed look at skills required**: Identifying current skills your team have, how that equates to live online learning and what they might need to gain.
- **Your training style and how it works live online**: Focusing on how you currently deliver, utilising your style to make sure you come across in a natural way whilst delivering remotely.
- **The similarities between live online and face to face learning**: Looking at how you can achieve most, if not all, of what you do face to face in a live online way.

**Right for you?**
- **The live experience**: Really see how live online learning can work, dispel the misconceptions that it won’t be as good as face to face.
- **Focusing on the positive**: It’s about adapting, not starting from scratch. Face to face skills can still be used online and technology does not need to be a barrier.
- **Future potential**: Start seeing how your own sessions could be delivered and the potential for positive impact on the organisation.

**Logistics**
- Every attendee to join from an individual computer or device with headset and microphone.

**Immersion**
- Two hour live session facilitated by our expert for ten attendees.
- Interact in activities for learning points.
**01 Who is this for?**
Organisations with face to face facilitators who have limited or no live online delivery experience and aren’t even sure if it’s even right for them or the people they train.

**02 How is it delivered?**
Sessions are delivered online in either Lightbulb Moment’s Adobe Connect or your own platform. This is essential for your facilitators to experience the software and tools first hand.

**03 How does it work?**
The sessions are designed to be thought provoking and promote discussion about the viability of live online learning in your organisation. If you require more training please see our other services.

**04 Practical elements?**
Both the First Steps Webinar and Taster Experience focus on the opportunities, challenges and skills required for live online delivery and how it could work in your organisation.

**05 What’s covered?**
Attendees will have the opportunity to get involved in the practical parts of the activities by engaging with the tools within the session and see first-hand just how engaging it can be.

**06 Not covered?**
The sessions are designed to be thought provoking and promote discussion about the viability of live online learning in your organisation. If you require more training please see our other services.

**Frequently asked questions**
Virtual Classroom Facilitator Training Course
Facilitator Training Course: overview

Get your team delivering virtual classroom sessions with our live online course. Six, two-hour sessions, delivered by our expert

Skills
- Gain all the skills required to create and deliver an engaging virtual classroom

Practice
- Use and develop the skills gained in our highly experiential sessions

Confidence
- Get the confidence required to start delivering your own sessions

Six sessions to get your team delivering

01 Communication, tools and skills
02 Getting to grips with your platform
03 Trouble shooting tech and attendees
04 Interactive facilitation and design concepts
05 Engagement in your live online sessions
06 Facilitation experience and confidence building
Facilitator Training Course

Requirements
The majority of attendees to be facilitators or trainers with delivery experience
No live online experience necessary

Logistics
Up to ten attendees each attending on their own computer
Two-hour sessions, recommended to be completed over 2-4 weeks

Learning objectives

- Attendee perspective, tool use and communication
  Experience different aspects of the virtual classroom as an attendee to understand their perspective, learning about how communication works live online as an attendee and facilitator

- Embracing the technology of the platform
  Diving deep into what your platform can do, how to get the best from it and make live online delivery easier

- Dealing with technical issues in the platform and for attendees
  Identifying that something is wrong, whether it’s the platform or local hardware and how to deal with it live in a session

- Facilitating participation from attendees
  Facilitation skills for managing how attendees use discussion and activities to interact and communicate during a session

- The need for engagement
  Dealing with distractions and perceived technical barrier, engagement is especially important to achieve in live online sessions

- Design concepts for engaging sessions
  Basic principles on designing for engagement, building this into your lesson plan and facilitation style to keep people focus on their learning

- Ensuring engagement and interaction from the start
  How to start sessions strongly making sure attendees feel safe, comfortable and able to engage with the facilitator and each other

- Hands on practice and experience for facilitation
  Plenty of opportunity for everyone to get involved and try practical elements to build confidence with the technology, platform and their own facilitation skills

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**Who is this for?**
Organisations with face to face facilitators who have limited or no live online experience. A desire to reduce travelling costs and deliver to multiple geographical locations with ease.

**How is it delivered?**
Sessions are delivered live online in either Lightbulb Moment’s Adobe Connect or your own platform. This is essential for your facilitators to the software and tools first hand.

**Not covered?**
Advanced concepts; design; platform; facilitation. Also not included is admin of the platform. We have modules and bespoke options as additional options if you require them.

**What’s covered?**
Focus is on using the platform, tools, technology, online communication, engagement, technical issues, being professional and getting the best from your session and attendees.

**How does it work?**
Expert live facilitation with your staff allows for your team to not just experience the virtual classroom but get involved practically to help cement their learning experience.

**Practical elements?**
Attendees will be provided the opportunity to teach, facilitate and deliver with tools within the platform, providing valuable experiences and confidence.
Facilitator Training Course: summary

What our learners think of the course

Agnieszka Opaska
“Really impactful way you both deliver and facilitate, every session’s detail so well thought-through.”

Phil Maynard
“I learnt as much if not more from experiencing you deliver the session as the content you presented.”

Arrizqiya Rahmah
“The sessions are truly a safe place to try things and not worry about getting them wrong.”

Resources, handouts, videos and examples. Continue developing even after the course finishes

Recordings of all sessions available. Come back and re-watch sessions or show new staff

Follow up after care from us, making sure you’re on the right path and getting the most from the course

Contact
Virtual Classroom Modules
Virtual Classroom Modules: overview

**Specific content**
Additional learning content specially designed for live online learning, develop advanced skills and concepts

**Tailor**
Build your own selection of modules to be delivered and get the exact learning your team requires

**Combine**
Select any of our courses and augment them with modules to be taught in conjunction or after

**Our module options**

01 **Practice and Feedback**

02 **Enhanced Facilitation**

03 **Breakout Rooms**

04 **Producer Training**
Learning objectives

Designed to providing dedicated time for your staff to practice delivery, get support from each other and insight from our expert to improve delivery and gain experience

- Attendees can choose their own delivery content that they find challenging or need help with
- Attendees to participate and observe each others delivery to learn themselves and help others
- Each individual who delivers to get a constructive breakdown of their delivery for improvements
- Group discussion amongst all attendees to learn and improve together
- Expert feedback with support and training targeted at specific areas to improve the delivery
- Staff gain a better understanding of their own strengths and skills to focus on
- A confidence boost for delivering professional live online sessions
Enhanced Facilitation

**Learning objectives**

Providing your facilitators with additional skills and concepts for improving the quality of their delivery. Getting the best out of your attendees with engagement and activities

- Embracing and understanding digital body language and how it can improve your delivery
- Deconstruct activities to understand core principles and rebuild with learning outcomes in mind
- Utilising your facilitation style to maximise strengths
- Using the power of your voice to achieve increased attendee engagement
- Dynamically adapt within the session to ensure a high level of learning
- Developing ways to remain professional and handle difficult situations professionally
- Opportunities to practice these new skills to gain further confidence

**Upskill**

Facilitators will develop engagement skills with attendees and deliver sessions with more advanced activities

**Logistics**

- Two, two-hour sessions with each attendee on their own computer
- Attendees to have live online experience
**Activities**

Learn when, how and why to use breakout rooms along with how to introduce and utilise the technology behind them.

**Logistics**

Two, two-hour sessions with each attendee on their own device.

Attendees already delivering.

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**Learning objectives**

Designed to immerse attendees in breakout rooms and to go on a journey of discovery. Why to use breakout rooms, why they are good for attendees and how to implement them.

- Modern learning pedagogy for using breakout rooms
- The technology for live online breakout rooms, how to use and run them
- Being involved in active breakout rooms, seeing the inner workings and analysing them
- Learning theory and outcomes from breakout room activities
- Layering activities that include a breakout room element and focusing on the learning outcome
- Designing breakout rooms and building this into a facilitator guide or lesson plan
- Practical experience facilitating breakout rooms with expert feedback and advice

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**Discover**

Taking part in breakout rooms and identifying the good and the bad.

**New ideas**

Start planning and developing what you can do in breakout rooms.

**Embrace tech**

Understand the technology, running the rooms and design.

**Engagement**

Better engagement from attendees and improve your learning offering.
Learning objectives

Become aware of exactly what the producer should be doing and in which situations. How to help attendees, the facilitator and fix a myriad of different technical problems

- What the roles and responsibilities are for different types of producers
- Communication with the facilitator or subject matter expert
- Setup of the technology from hardware to platform logistics
- Identifying issues, categorising them and processes to resolve the issue efficiently
- Providing technical support for attendees and facilitators in a professional way
- Managing facilitation issues and questions from attendees and moderating chat
- Practical elements to develop and improve skills and gain confidence for live situations

Why would I need this training?

Not tech savvy
- Facilitators or subject matter experts are delivering but lack live online technical skills

Lots of attendees
- You plan to run sessions with more than 12 attendees and fear the facilitator won’t cope with the chat and issues

Professional delivery
- You want to provide a smooth learning experience that won’t deter learners or facilitators from attending more sessions

Feedback and support
- You are new to this and require a Producer to support the facilitator and provide feedback to help improve future offerings
01 Who is this for?
Organisations that are currently using virtual classrooms. The need to fill certain skills gap or tailor and augment a training course with additional content.

02 How is it delivered?
Sessions are delivered online for up to 10 attendees in either Lightbulb Moment’s Adobe Connect or your own platform. This is essential for your facilitators to experience the software and tools first hand.

03 How does it work?
It depends on the module you select but if you are looking for foundation and fundamental training for how to deliver virtual classroom sessions than you most likely require our course.

04 Practical elements?
Our modules focus on specific skills or advanced skills within the virtual classroom sphere. Such as breakout rooms, improving facilitation skills and technology knowledge of the platform.

05 What’s covered?
Attendees will be provided the opportunity to get involved and participate in as many practical points as possible, supporting knowledge retention.

06 Not covered?
Expert live facilitation with your staff allows for your team to not just experience the virtual classroom but get involved practically to help cement their learning experience.
01 Attendee requirements

- Knowledge of live online delivery from either current delivery or completion of a training course
- Knowledge of facilitation and training expected but not essential
- Basic computer/technology skills expected

02 Logistical planning

- Each session is 2 hours with a short break
- 10 attendees per session
- Modules with more than one session we recommend running with a minimum of two or three day gap between sessions

03 Technical planning

- Each attendee to have their own computer
- Each attendee to have at minimum speakers and microphone, recommended they each have a headset with microphone

04 Additional

- Every session recorded and reserved solely for internal use by you
- Attendees will be involved in the sessions, speaking on microphone and completing activities
Design Courses
Develop new skills
Learn new concepts and design philosophy to improve your offering

Empowering you
Upskill your staff to write and design impactful and engaging live online sessions internally

New ideas
Discover and conceptualise new ways to achieve an even greater impact for your sessions

Design and Modern Learning

01 Design principles
02 Text, colour and images

03 Cognitive load theory
04 Slide design for activities

Design a Live Online Session

01 Managing cognitive load live online
02 Digital body language and attendee interactions

03 Building engagement for the virtual environment
04 Ensuring learning objectives
A deep dive into modern learning pedagogy, how it relates to design and learning. Whilst including training for using PowerPoint and plenty of resources and handouts to develop more:

- What people hate about PowerPoint, slide design principles and why we use slides for learning
- How slides used live online are different to using them face to face
- Design principles including, signal to noise ratio, picture superiority effect and more
- Visual assistants to create balanced slides with grids, proximity alignment, contrast and more
- Colour, text and images for learning, whilst thinking about issues of size and legality
- Modern learning pedagogy concepts: dual coding theory; schema; split attention effect and more
- Cognitive load theory, reducing the cognitive load, accessing learners current understanding
- Complex learning points including data whilst utilising design and modern learning pedagogy
- Designing for live online activities focusing on engagement, whiteboards, ice breakers and more
- Utilising master slides for consistency within your slide deck and to update quickly saving time
- Working with templates and design guidance documents for consistency in your organisation
01 Who is this for?
Organisations that are currently using PowerPoint slide decks and want to upskill their staff to design efficiently and with a focus on learning outcomes and engagement.

02 How is it delivered?
Sessions are delivered online for up to 10 attendees in either Lightbulb Moment’s Adobe Connect or your own platform. This is essential for your facilitators to experience the slide design and use live online.

03 How does it work?
Complete basics of PowerPoint such as inserting objects, tables, text, changing fonts etc. This course is designed to look at advanced unknown features and improving design.

04 Practical elements?
This course is designed at providing knowledge on the tools in PowerPoint to make creating slides easier whilst also gaining greater insight into modern learning and design pedagogy.

05 What’s covered?
Attendees will be provided the opportunity to get involved and participate in as many practical points as possible, supporting knowledge retention.

06 Not covered?
Expert live facilitation with your staff allows for your team to not just gain theory and experience but get involved practically to help cement their learning experience.
Design a Live Online Session: overview

Create
Gain the skills to create live online sessions internally within your organisation, avoiding high external design costs

Logistics
Four, two-hour sessions with each attendee on their own device
Attendees already delivering

Learning objectives

Designed to provide your team with all the skills required to create engaging and interactive live online sessions. Allowing you create with your brand, message and style intact

- Instructional design pedagogy for content delivery live online
- The use of social learning for facilitation and knowledge retention
- Cognitive load theory to maximise delivery of information
- Analysing live online session structure and developing session flow for attendee attention
- Starting a session strongly to promote attendee confidence in the technology and interaction
- Deconstructing and rebuilding activities specifically designed for live online sessions
- Developing and building a universal facilitator guide or lesson plan for use in your organisation
- Building a knowledge base for activities, engagement, interaction and how to facilitate them
- Layering interactions and activities into an engagement piece focusing on learning objectives
- Ensuring value from each interaction and engagement piece with feedback from attendees
- Creating consistency for your lesson plans across your organisation and facilitators

The need to write live online session plans internally

Modern pedagogy
Utilising tools
Consistency in design

Design principles
Designing for activities
Value from design

Create and edit live online sessions with confidence and engagement at its core
**Who is this for?**
Organisations that require their current team to be able to create professional and engaging live online sessions internally rather than outsourcing externally with high the costs associated with it.

**How is it delivered?**
Sessions are delivered online for up to 10 attendees in either Lightbulb Moment’s Adobe Connect or your own platform. This is essential for your facilitators to experience the design and use it live online.

**How does it work?**
The course focuses on designing and writing live online sessions, if you require more training on facilitation or other areas please look at our course or modules.

**What’s covered?**
This course provides knowledge on what is required to write live online sessions, ensuring interaction, engagement, activity design and how to provide instructions for facilitators.

**Practical elements?**
Attendees will be provided the opportunity to get involved and participate in as many practical points as possible, supporting knowledge retention.

**Not covered?**
Expert live facilitation with your staff allows for your team to not just gain theory and experience but get involved practically to help cement their learning experience.
What our clients think

“Lightbulb Moment helped release the creativity and confidence in the L&D team when facilitating an online classroom. Learners have a natural resistance to online classrooms, perhaps because of the lack on human contact compared with face to face learning?

Lightbulb Moment gave the team the skills to build creative facilitation styles and confidence online to build relationships similar to those in the training room. Online Classrooms are key to our blended learning module and Lightbulb Moment helped us make them more effective and memorable.”

Edward Gallier
Head of Learning &
Development,
Jurys Inn Hotel Group

“Lightbulb Moment enabled us to deliver something amazing to our teams by helping my team to see what was possible.

We have now run two different programmes using VLE and both are rated as our highest programmes with 100% promoters.

Our teams love our new approach and this initial programme is now our highest rated workshop.”

Angel Conley
Head of Learning and Development, iQ Student Accommodation
Make an enquiry – *free consultation*

Before deciding if any of this is right for you, come and have a chat.

We love to talk all things live online learning and can even chat in our virtual classroom platform.

Jo is the virtual classroom expert and founder of Lightbulb Moment.

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How virtual classrooms can help your organisation

- **93% of organisations are investing in live online learning**
- **89% offering webinar based training say they can easily grow their programs**
- **64% of organisations use virtual classrooms**
- **96% of employees believe virtual classrooms are effective for learning**

**Save Money**
Reduce traveling costs for facilitators and attendees of your learning interventions

**Not just learning**
Run interactive meetings, coaching and more, utilise the software to its max

**Gain time**
Cut or remove the time travelling to and from learning interventions

**Improve your organisation**
Provide a greater opportunity for better and more consistent training across your organisation and reap the rewards of a skilled workforce

**More training**
Run sessions more often, roll out new sessions quicker and provide training to a greater audience

**Share knowledge**
Connect parts of your organisation that traditionally don’t talk, learn and share localised knowledge together

1 - Towards Maturity – The Transformation Journey report 2019 page 17
2 - On24 benchmarks - Webinar success report 2019 page 5