



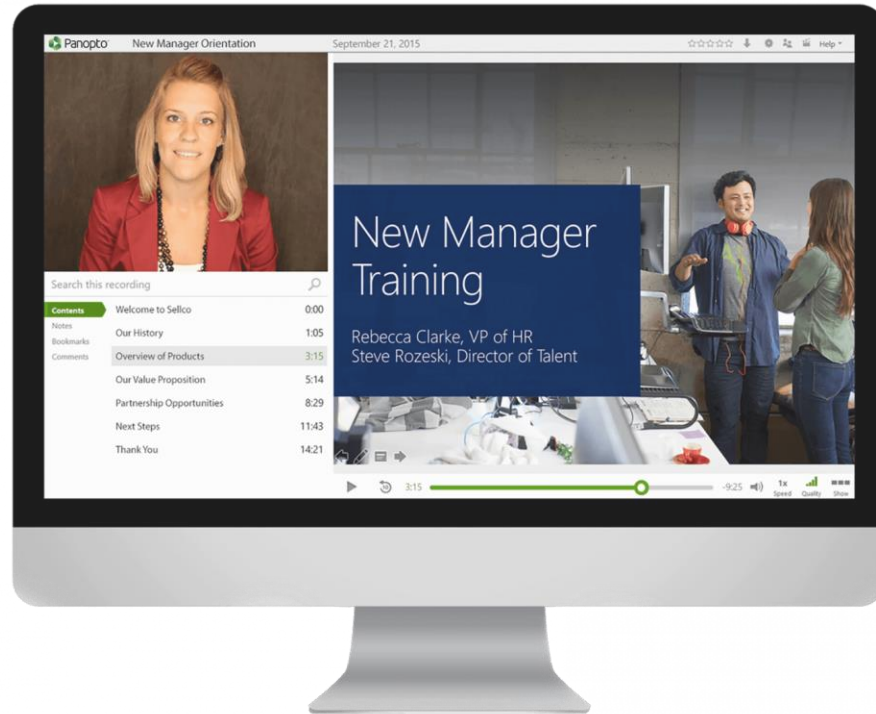
Webinar: Make Training Videos That Work: Six Common Habits to Avoid

Ajay Jain
Sr. Video Learning Advisor
ajain@panopto.com

Let's talk video
for a moment



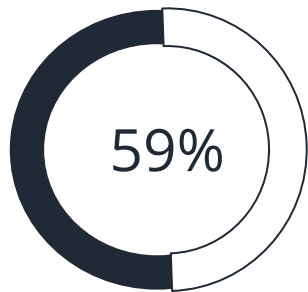
It's the most effective communication medium



When used correctly

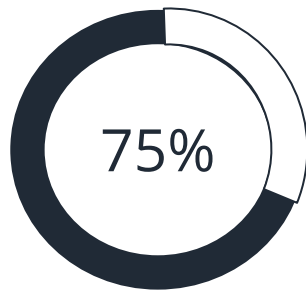
With Video, Trainees can Access Trainings Any Time, Anywhere





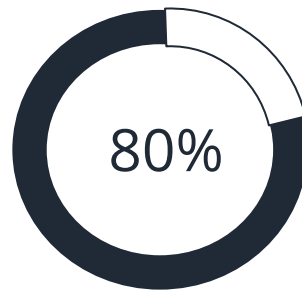
Of senior executive team prefers info in video rather than text

-digital information world



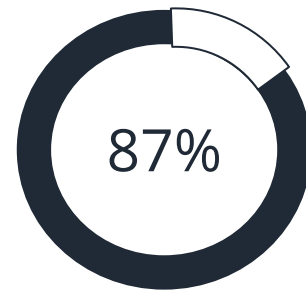
Of employees prefer video format over email and web pages

-Forbes



Of college hires have used video for learning and reference

-Panopto

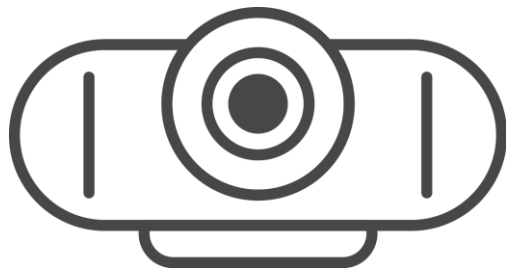


Young executives prefer companies with modern communication technology

-Cisco



4 of the 5 reasons a user visits is to learn



2015: Video overtakes the internet

What are the six things to look out for?
(plus four more!)



A person wearing a blue and white striped shirt is sitting at a desk. In front of them is a laptop, a brown mug, and a pair of glasses. Three dark blue circles are overlaid on the image, each containing a word. The background is slightly blurred.

Production

Promotion

Conference

1. Not thinking like a YouTuber



2. Just recreating existing documentation



Quizzing and discussions

Panopto Flipped Classroom - Biology 201 Micro-Lecture October 14, 2012 in [Showcase Videos](#) [Publish](#) [Revert](#) [Help](#)

Comprehension check

Which of these are part of a bee's mouth part anatomy? Multiple Select

- ☒ Glossa
- ☒ Maxillae
- ☒ Mandible
- ☐ Antenna

[Add answer...](#)

Correct answer explanation (optional)
The glossa, maxillae and mandible are all parts of a bee's mouth. The antenna helps a bee smell and measure flight speed, but is not part of its mouth.

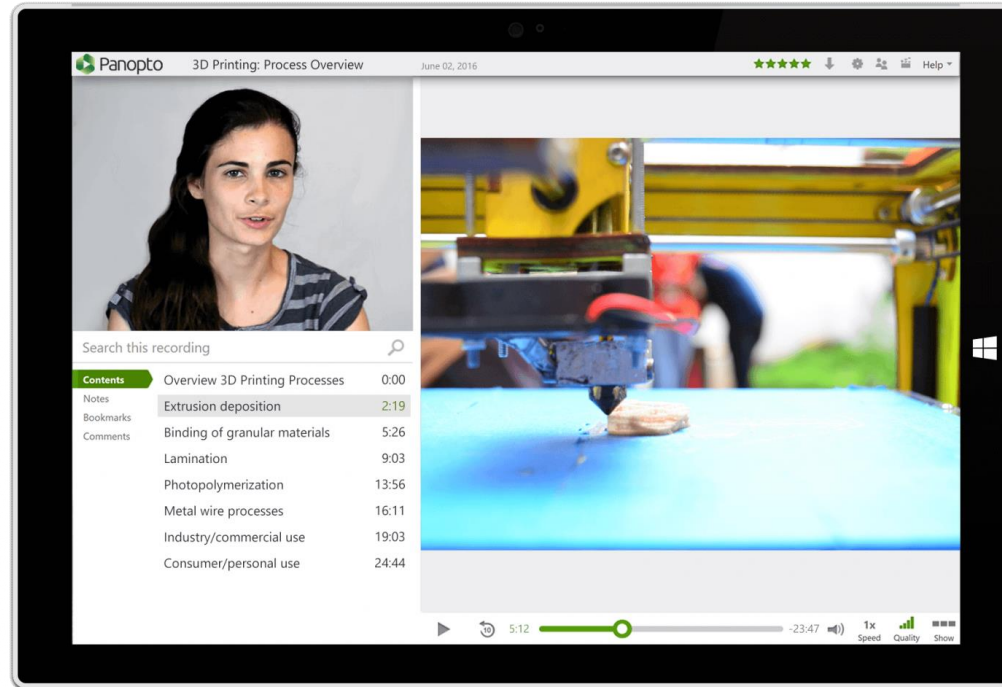
[< Back](#) [Next >](#) [Add a Question](#) [Done](#)

2:45 [Preview cuts during playback](#)

Enter a table of contents entry

Contents	Time
Examining Honey Bee Anatomy	0:15
The Mouth of a Honey Bee	0:30
Compound and Simple Eyes	0:45
Bee Antennae	1:02
Zoom from 40x to 100x	1:08
Two Questions in Prep for Lab	1:43
Reminder: Read Chapter 3	2:32
<input checked="" type="checkbox"/> Comprehension check	2:45

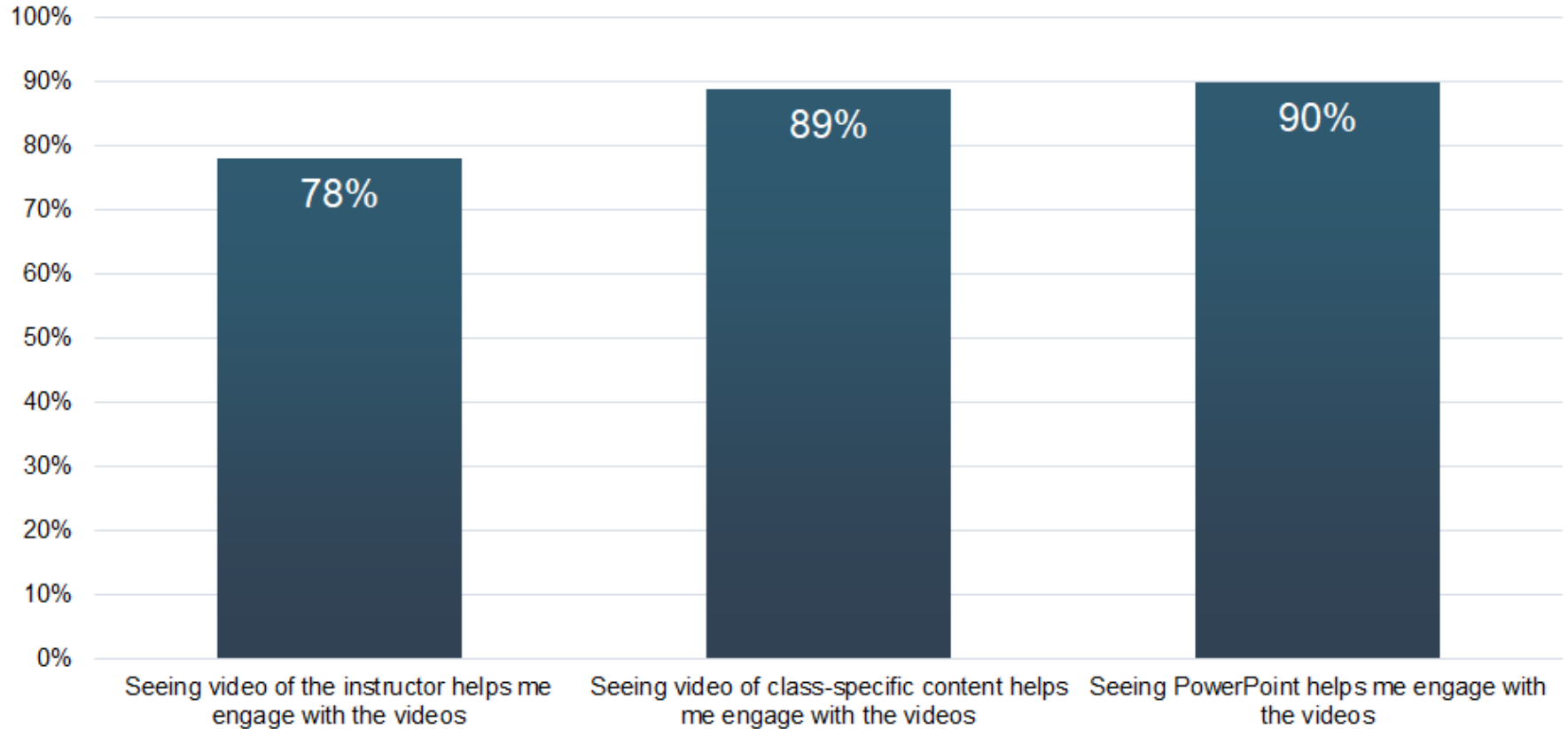
Scenario-Based Learning



3. Not showing the presenter



The Value of the Talking Head



4. Recording multiple takes



5. Going solo



Tips for Working with your Subject Matter Experts

- Identify your end goal
- Ask questions that encourage them to zoom out of their experiences
- Layout your role and theirs
- Go back to them for feedback before and after publishing your videos



6. Relying on too many standalone tools



What are the most challenging aspects of video production for you?



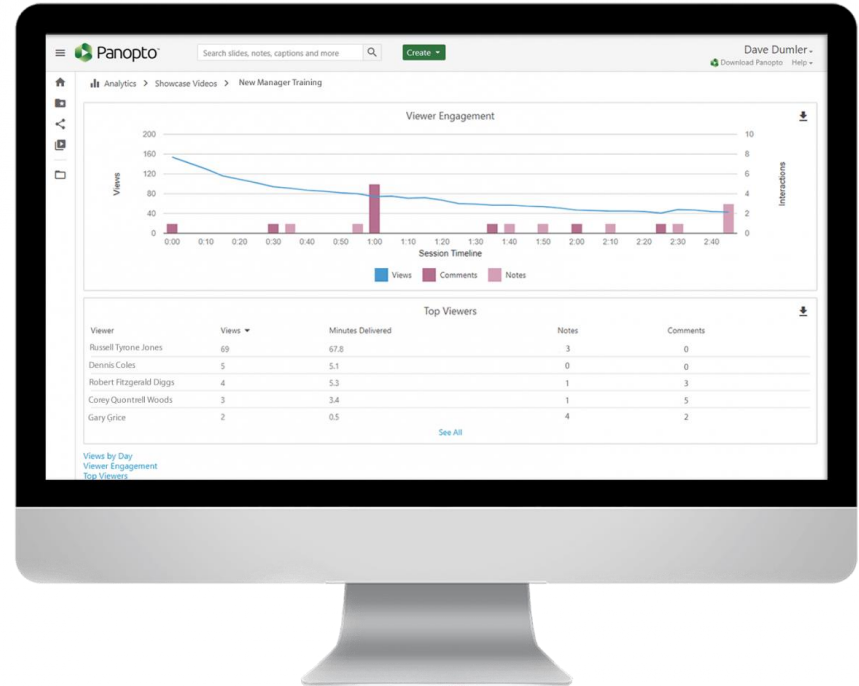


Promotion

7. Just hoping people
will actually watch



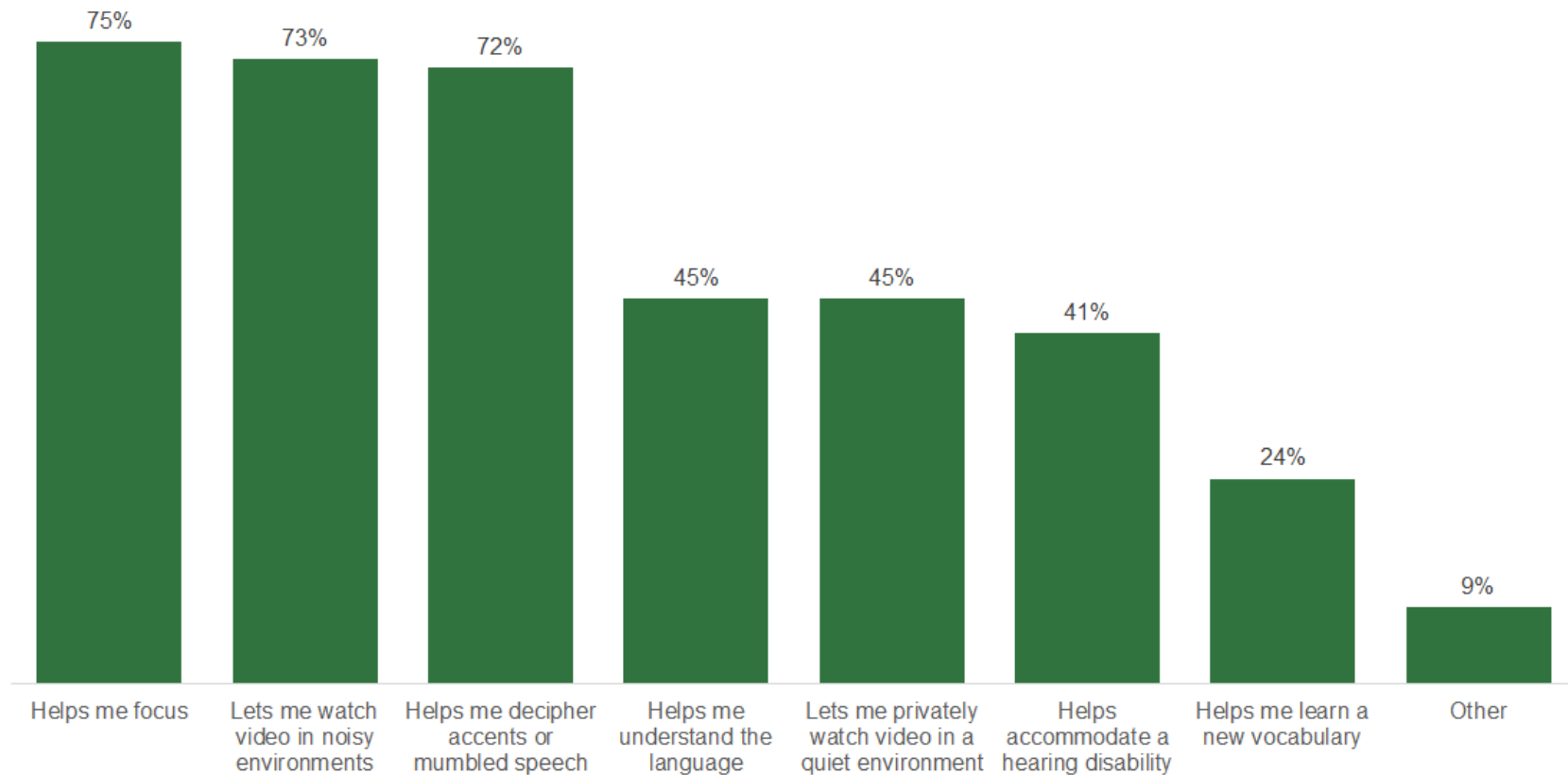
Not using data to
learn what's
working and why





8. Offering captions and translations only when requested

Why do you use closed captions?



9. Relying only on tags for discoverability

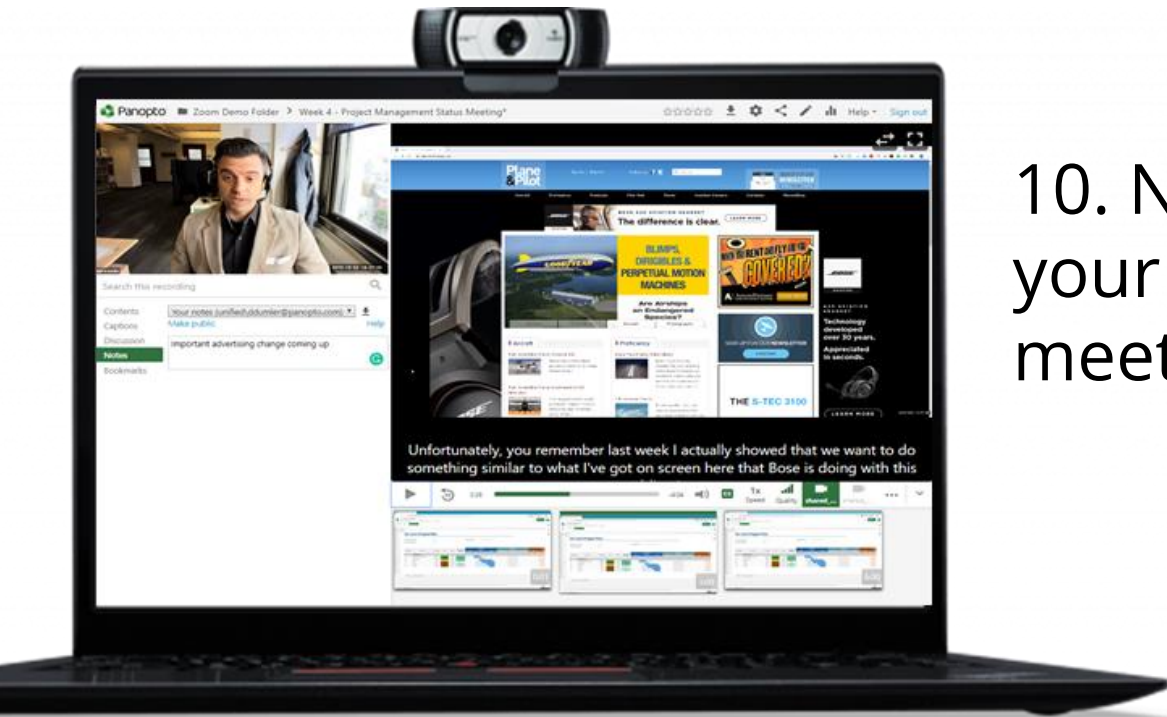




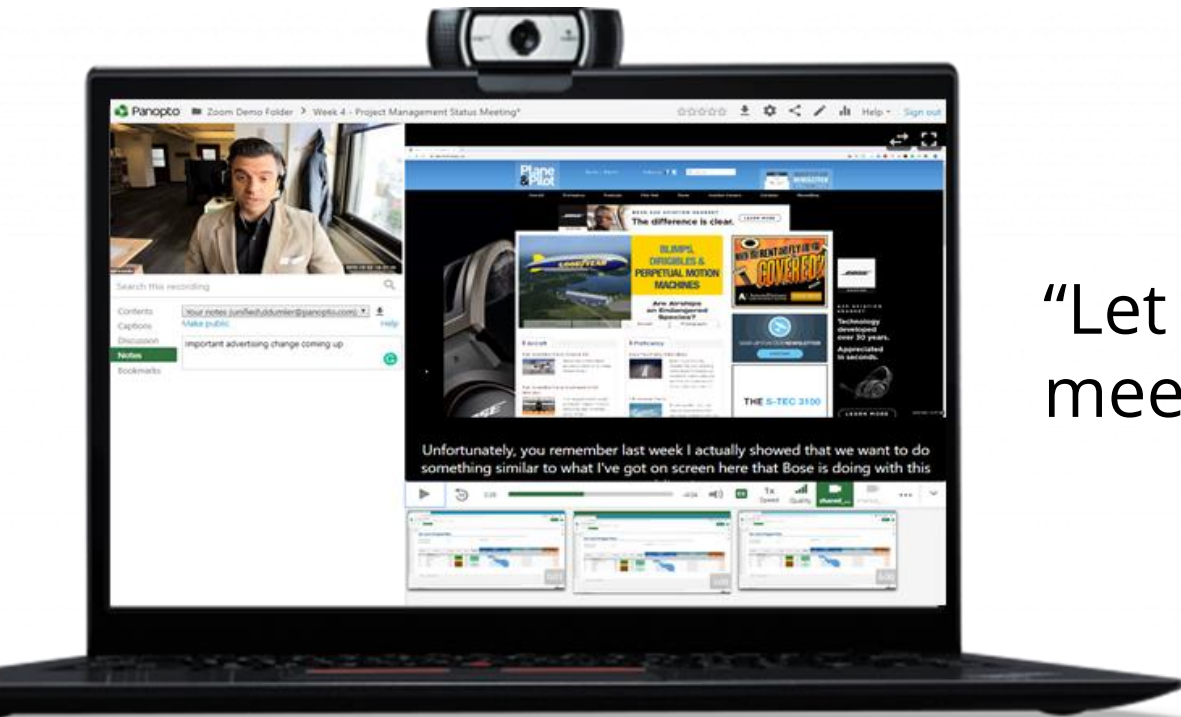
Conference



Only 25% of meetings will take place in person



10. Not recording
your video conferencing
meetings



“Let me share the meeting recording”

Here are the six things to avoid plus four more:

1. Not thinking like a YouTuber
2. Just recreating existing documentation
3. Not showing the presenter
4. Recording multiple takes
5. Going solo
6. Relying on too many standalone tools
7. Just hoping people will watch
8. Offering captions and translations only when requested
9. Relying on tags for discoverability
10. Not recording your meetings

What are some other challenges you're facing with video that you're looking to tackle?



Q&A

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