



Benefits of Online Training

Global Reach Simplifies the Complex Engaging

Saves time and \$\$\$ Automated

Memorable Self-guided Ensures Consistency

Generates Revenue On demand

Streamline On-boarding Cloud-based Accessible 24/7



The 3 P's of Training Content Creation

PREPARATION

Know your audience: It's essential to understand who they are, how they learn, and why the training is important.

Define the objectives: Consider "What is the goal?" and "What do you want to teach your audience?"

Outline the training: This will define the course road map and help create the videos needed.



PRODUCTION

Keep it digestible: Consolidate the content into brief, 3-5 minute videos.

Use examples and stories: Make the content relatable through real-world storytelling and scenarios.

Increase production value: Use various camera angles, B-roll and change visuals every 7-10 seconds.

Summarize concepts: Help the audience retain the key content by including recaps.



PROMOTION

Choose a distribution platform: How you distribute the content will depend on how you want users to access it.

Gather your audience: Do you need a marketing budget or new on-boarding process to share the content broadly?

Track your success: Measure the effectiveness of the training with engagement rates and content retention assessments.



vLink
SOLUTIONS

vLink Solutions uses structured, Lean Video Production process, to CREATE all types of videos, virtual events, and live streams, then helps CURATE the resulting content to maximize engagement.