

Lewis, M. (2012) *The Case for Live Virtual Training* retrieved from <https://seminars.adobeconnect.com/a227210/p1w2y4bcl76/?launcher=false&fcsContent=true&pbMode=normal>

The speaker at this webinar is Martyn Lewis who has created live virtual training for a wide number of multi-national companies and delivered at over 900 events. During this webinar Lewis discusses the economics of moving from the traditional classroom to the live virtual classroom and how is it possible to maximise the return on the investment. The webinar continues with a discussion on if live training is the only answer before moving to reviewing a framework for a total learning environment which speaker considers as the true key to success. The webinar finishes with the five traps which the speaker wishes he knew when he started to present five years ago.

Lewis puts forward the case for live virtual training from the perspective of one who was a fan of physical classroom training until a number of years ago. He explains the reasons for his change of mind and begins to discuss the return on investment (ROI) with the admission that the design of live virtual training is 50% more expensive. He goes on to point out that this cost is quickly recuperated through reduced travel expenses and delivery time. Lewis does not advocate that live virtual training should be chosen at the expense of other training methods but rather illustrates where live virtual training fits within a blended approach to learning. The webinar closes with traps that should be avoided which are in essence a set of beliefs about content and its design and how the virtual classroom should be used.

This webinar contrasts completely with the webinar on creative design techniques. As Lewis confirms during the broadcast its purpose is delivering information on a topic therefore it is delivered in a lecture style. Participants are asked to pose questions at any stage during the broadcast but they are addressed only at specific intervals which has the effect of taking a break to chat about something related but not about the slide on screen. At various times Lewis uses case studies to illustrate some of the statistics which add context and validate the figures quoted. The framework discussed illustrates how the live virtual classroom sits with other forms of learning which for me is interesting as the intention is to move to a more blended approach to training within the organisation. Other literature suggests that when delivering a lot of information a story telling style can be appropriate. From my perspective this best describes the approach taken by Lewis to deliver the information required. His use of case studies and personal experiences serve to enliven a topic which at first sight may seem like hard work. I also thought it was interesting that at the beginning of the webinar the facilitator promised that Lewis would be sharing something of particular importance towards the end of the webinar, a hook if needed to stay tuned for the duration.