Webinar from Effective Church Communications

How I do what I do

the programs and process I use to create
online lessons, webinars, audio files

from yvon prehn

Agenda: For how to do what do to create training

- This is an OVERVIEW, not detailed instruction or demos on each program
- Go to program sites for demos
- Brief comments on each program
- How to get them, costs
- Why I did and didn't choose what I use
  - **no advertising or affiliate motivation*
- Workflow overview
- List of programs valuable because they are not easy to find or to combine

Why I chose the programs I use

- Goals: *to train* church communicators and adult Sunday School class
- Practical instruction
- Not overly, obviously structured
- Not to wow, amuse, or win awards
- People video able, not essential
- Reasonable cost
- Able to use end result in a variety of media: web, webinars, CD, church and ministry, examples follow

Used to create:

CDs on:
www.lulu.com/
yvonprehn

Websites:

www.effectivechurchcom.com

http://coastlinelifein3d.wordpress.com

Software & tools overview

- PowerPoint & Snagit to create lessons
- Headset: Logitech, under $50, USB
- Key software: Camtasia
  - Captures the images and voice
  - The software used to edit, produce videos
- To convert video to audio: Tune Convert
- Webinars: GoToWebinar
- Website host for videos: Viddler
- MS Publisher & Adobe Acrobat: to create training booklets
- Websites: WordPress.org or WordPress.com base

Before you continue

- Don't be overwhelmed
- You don't need to understand everything about a program to make it do what you need it to do
- Focus on your goals
- Learn what you need to learn to get the job done
- Pray and remember James 1:5

If any of you lacks wisdom, he should ask God, who gives generously to all without finding fault, and it will be given to him.

From Yvon Prehn
www.effectivechurchcom.com
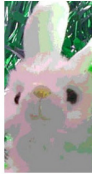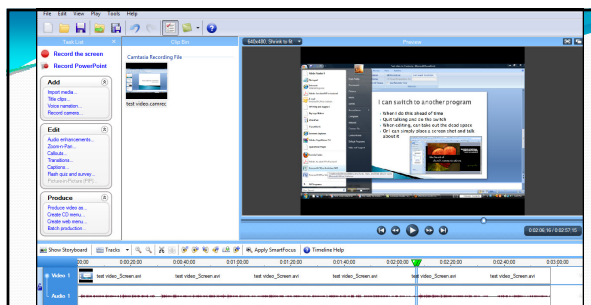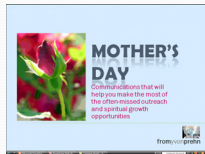
PowerPoint & Snagit

- My PowerPoint tips:
  - Any version
  - No movement
  - Notes to make sense when read alone
- Snagit.com
  - THE BEST screen capture software
  - Almost all images, on videos captured with it
  - www.snagit.com $49.95
  - Other webinars on its use at:
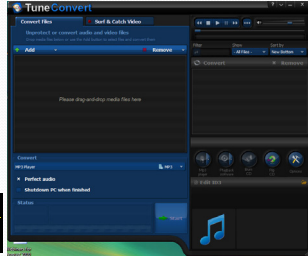 - www.effectivechurchcom.com

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Camtasia

- Caveat: this demo for Windows, v. 6.0
  - New version 7.0, basics the same
  - Cost: $299, upgrades $149
  - Mac version $99
- www.camtasia.com
- Great to create training videos
  - Can do very complex things
  - Not necessary in most cases

More detailed videos will be available for ECC Members on www.effectivechurchcom.com

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To convert Video to Audio

- If you want to pull out the audio track
  - TuneConvert.com, need "Ultimate" $39
  - One click and you have an MP3 file
  - Mostly using so far for church website
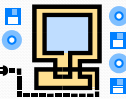 - http://coastlinelifein3d.wordpress.com

What to do next with video

- **Need a host for your video; link to website**
- **Free hosts:**
  - YouTube, GodTube, etc.
  - Vimeo, lots of others including Viddler
  - ***USE with caution, but useful
- **Low cost: on WordPress using VideoPress.com**
  - I use this for the church sites
  - Need a WordPress.com site to host your videos, but can put on other sites
  - Only about $60 a year, plus upgrade cost $19+
  - Quality OK for small size web viewing

Why I chose www.viddler.com business services

- Space concerns—didn't want to host on my site (51 videos)
- Can make the video private
- Not linked to other videos ***key concern for me for Christian content
- High quality, can expand well
- Can modify the Player
- Costs: $100 a month to start, increases with viewers & storage
- *Look at examples on both websites*

To do the webinar

- ***You don't need to make it into a movie to do a webinar, broadcast straight from PowerPoint or web
- Webinar software shows what is on my screen. . . . I have no idea how it works
- What I'm using is www.gotowebinar.com

Negatives:
1. Their recordings don't work very well for the lower cost packages—that's why I use Camtasia
2. Interactive /recording voice issues

Workflow review: this webinar

- Create presentation in PowerPoint & Snagit
- For Webinar: don't need to anything else
- For online/CD videos: record in Camtasia
- Edit, produce in Camtasia, create mp4 (video file)
- If want to, convert mp4 (video) to mp3 file (audio)
- Load up on Viddler (or other video hosting)
- Link video to website, add notes, additional materials
- Can also put on CD, DVD, email
- Do webinar using GoToWebinar
- *Pray without ceasing*