

The Intermountain Chapter
of the
Society for Technical Communication
Invites you to our Southwestern Utah
Professional Development Meeting
April 2008

featuring

Jamie Franzman, COO
of LearnKey, Inc.,
speaking on

*"Pros and Cons of using Video
in e-Learning"*



Date: April 10, 2008
Socializing: 6:30 p.m.
Meeting: 7:00 p.m.
Location: LearnKey, Inc.
35 N. Main Street
St. George, UT 84770

Meeting Room—Enter the front door and go upstairs to the main area. Refreshments will be provided.

Parking—Park on the street or in the LearnKey parking lot.

Presentation Summary:

Companies can use various methods to create their e-learning. Some companies don't think that adding video to their training is worth the effort. Others would like to incorporate video into their training, but don't think they have the correct knowledge, software or personnel. Jamie is going to discuss the difference video can make in online training. She will give pointers on how to approach a video project, including how to inventory your assets and resources, determining someone's camera presence, editing and producing the video and hosting e-learning that includes video.

She will conclude her presentation by demonstrating how a finished training course looks both with and without video.

About the Speaker:

Jamie has been involved with LearnKey for over 10 years, working in Instructional Design as well as marketing and video production. She holds a BA in Business Computer System / Management Information Systems from the Anderson Schools of Management, University of New Mexico. Prior to working at LearnKey, she was a classroom trainer and training developer. She also provided technical support to the Broadcast Engineering and Video Production depts. at KNME-TV.

At LearnKey, Jamie works directly with production experts to ensure that the quality of the training delivery meets the high LearnKey standards.

STC Contact:

To RSVP, please contact Ann Gordon, president of the Intermountain Chapter. For further information, please contact Ann at 801-589-9593 or by email at ann@gordoncomputer.com

The meeting is hosted by the Intermountain Chapter of STC <http://www.intermountain-stc.org>