

**NetSpeed Learning Solutions**

Seattle, Washington

www.netspeedlearning.com**Results**

- Achieved average satisfaction score of 4.7 out of 5.0 for webinar experiences
- Effectively supported webinar growth with webinar registrations reaching over 500 people on average
- Reduced travel and training costs for the company and clients
- Enabled almost all customer meetings to be completed virtually
- Improved presentation interactivity with video, chats, surveys, breakout sessions, and more
- Eliminated technology barriers for audiences and presenters

NetSpeed Learning Solutions

Leadership and virtual learning

NetSpeed Learning Solutions uses Adobe Connect to create and deliver innovative content and transform thought leadership through highly participatory, engaging webinar workshops

NetSpeed Learning Solutions' clients are among some of the most influential companies across industries, including healthcare, pharmaceuticals, manufacturing, energy, financial services, and more. Even though they span a range of industries, all NetSpeed Learning Solutions clients share at least one key thing in common: They rely on employees working at their highest levels to drive growth, help ensure operational efficiency, and deliver on strategic objectives. To enable clients to meet their goals, NetSpeed Learning Solutions marries technology, industry best practices, and interactivity with critical business information to deliver unique learning experiences and thought leadership materials using Adobe Connect for engaging learning and development webinars.

"Our company helps organizations, presenters, and trainers make the shift from the traditional face-to-face classroom to the virtual classroom," says Tim Jones, Vice President and General Manager at NetSpeed Learning Solutions. "We help them by training their presenters, trainers, and host-producers to develop and present compelling, highly interactive web conference learning sessions. And we help their instructional designers improve their skills in designing engaging training for the virtual classroom."

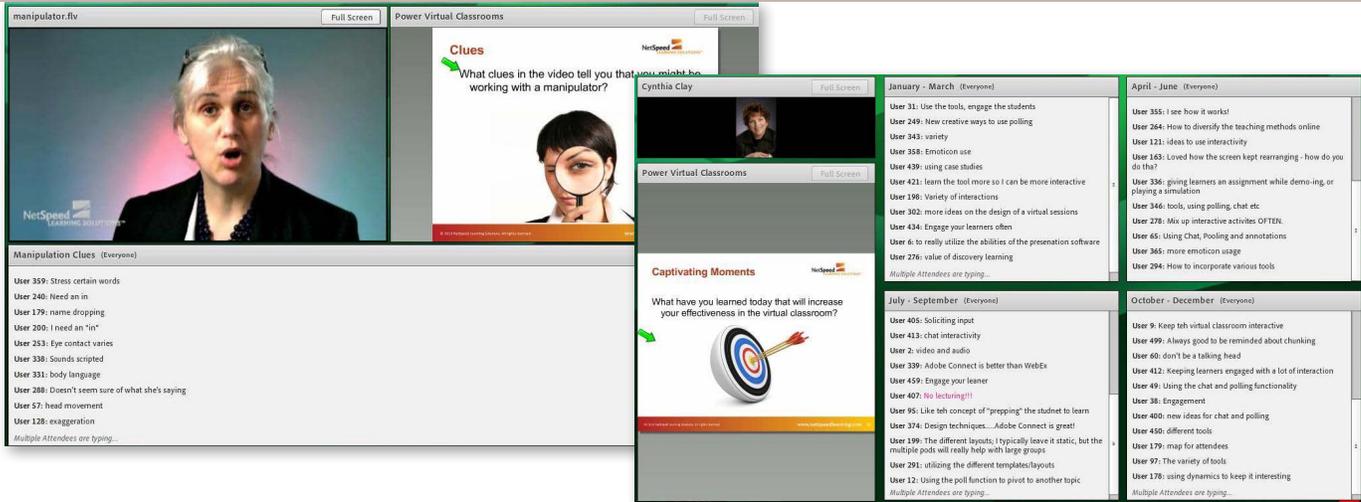
By working with such a broad range of companies, NetSpeed Learning Solutions has been in the unique position to use many of the top-tier webinar platforms on the market. However, for its own business, and for what it recommends for its clients, the company relies on Adobe Connect. "Whether it's engaging with a potential client for the first time, delivering thought leadership content for our monthly Leadership Webinar Series, or presenting a learning workshop at an industry event, we rely on Adobe Connect to offer our clients and us the flexibility and functionality to deliver high impact learning through engaging experiences," says Cynthia Clay, CEO and President at NetSpeed Learning Solutions.

Building business

Over the years, Adobe Connect has played an increasingly important role in the company's lead generation strategy for its virtual learning solutions. Registration tools enable the company to promote its marketing and educational webinars more effectively with customizable landing pages and emails, helping to grow the business. The company can also capture valuable information about webinar registrants, and then engage them at various stages using automated email triggers. Leveraging advanced engagement strategies and capabilities before, during, and after events, as well as more interactive experiences, NetSpeed Learning Solutions has seen audiences for its bi-monthly Thought Leader Webinar Series grow to an average of over 500 registrants per event.

"We chose Adobe Connect to deliver our marketing webinars and informational webinars because it is extremely flexible and provides an outstanding collection of interactivity tools to help make our webinar workshops highly engaging," says Jones. "Because Adobe Connect provides greater flexibility, we have found that our webinars do an excellent job of showcasing our expertise in providing high quality virtual learning workshop experiences."

Ease of use and flexibility offered with Adobe Connect enables NetSpeed Learning Solutions to focus on consulting clients about instructional design and content, rather than technology restrictions.



Challenge

- Delivering engaging presentation materials—including video, chat, and surveys—to support strategic business objectives
- Increasing interactivity in virtual learning programs and webinars
- Implementing a flexible, intuitive platform to encourage user adoption
- Creating intuitive, seamless experiences

Solution

- Use Adobe Connect to deliver critical webinar materials to diverse audiences
- Leverage Adobe Connect to engage current and prospective customers with thought leadership materials

Systems at a glance

Adobe Connect

As demand for webinars and virtual learning grows across industries, NetSpeed Learning Solutions has shifted its business model as it engages new customers. "With Adobe Connect, we've reduced our own need to travel to client sites for consultations," says Clay. "We can now handle almost all information requests and consultations virtually—helping our own bottom line without sacrificing the quality of the relationship."

Leading by example

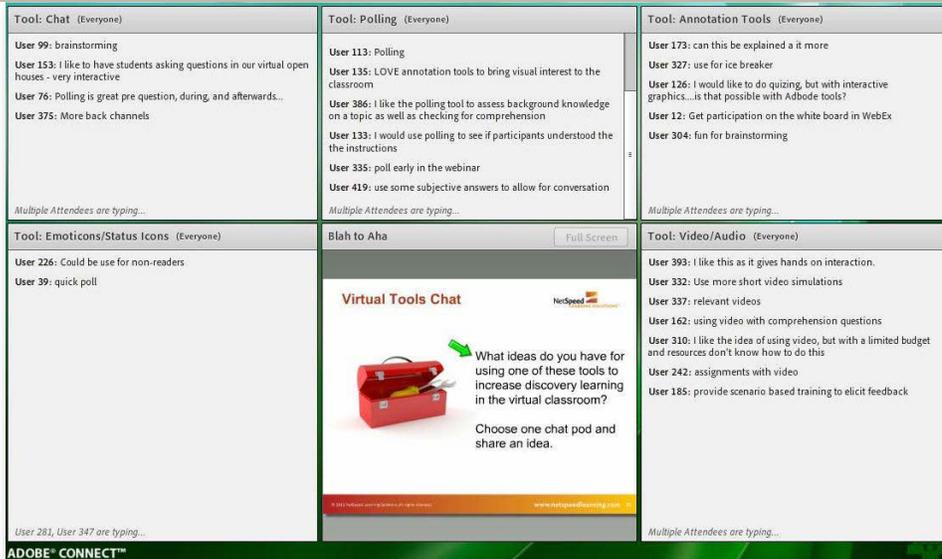
While helping clients extract the most value from "the virtual classroom" of webinar workshop learning, NetSpeed Learning Solutions is leveraging Adobe Connect to demonstrate to clients and industry professionals how it can increase interactivity and engagement before, during, and after its own webinars. For example, the company uses registration capabilities leading up to webinars and marketing events to deliver customized landing pages that help to set the stage for discussions.

During presentations, a best practice that the company promotes is making sure that the presenter engages their audiences every 90 seconds with some form of interaction to enhance the learning experience. With Adobe Connect, NetSpeed Learning Solutions presenters can easily launch polls and chat windows to build conversations between the presenter and participants—and even between the participants themselves.

"All too often webinar presenters lecture for long periods of time and keep the discussion mostly one-way," says Clay. "With Adobe Connect, we have the ability to create multiple chat conversations simultaneously, resulting in more engaging and participatory webinar workshop experiences. Presenters can create a rich, two-way conversation that applies key adult learning principles for maximum learning transfer." For example, presenters can use Adobe Connect breakout rooms so participants can discuss a topic, then feed chat information back to the entire group, where it can be dissected and conclusions can be developed.

Incorporating video and other multimedia content is also important to increasing audience engagement. In addition to reinforcing ideas from the core presentation or learning module, video can offer a sense of approachability and connectedness with the presenter and the materials. Additionally, presenters have more options with how webcams can be used—freezing an image, streaming video, or turning them off all together—to optimize the visual experience for bandwidth restrictions. Using VOIP with Adobe Connect also adds to the flexibility for participants, offering more seamless, anywhere-anytime experiences, and reduced telephony costs.

Using Adobe Connect, NetSpeed Learning Solutions helps clients add interactivity to presentations and learning materials, creating richer, more engaging experiences.



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Tim Jones, Vice President and General Manager, NetSpeed Learning Solutions

Persistent meeting rooms in Adobe Connect not only make it easier for presenters to quickly arrange longer presentations, but also simplify setting up subsequent meetings between presenters and participants, who might want to engage at a moment's notice. In addition, with the flexibility to reliably record and archive Adobe Connect meetings, presenters can enable audiences to revisit important content anytime, anyplace, even if they were unable to attend the live meetings. This is particularly useful for existing and potential clients, as well as industry professionals, who can access presentation materials and download recordings at their convenience.

“With every presentation that we do for our various marketing and informational webinars, we include a post-webinar survey, asking audiences to measure the overall effectiveness of the webinar workshop on a five-point scale,” says Clay. “Our webinar workshops typically have average ratings of 4.7 or higher. We are convinced a key reason is the flexibility of Adobe Connect and its various interactivity tools.”

For more information
www.adobe.com/products/connect.html



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