

**Need
new skills
to impress
your boss?**



New! Certified Virtual Meeting Planner (VMP)

For Association Executives



"Information That Works!"

Proudly announcing...

Certified Virtual Meeting Planner (VMP)

Finally, you can acquire the best professional development in virtual meeting planning. Plus get the option of being recognized for your knowledge by becoming a Certified Virtual Meeting Planner (VMP).



associations, government, seminar providers, business, and other meeting providers.

As time becomes more valuable to your members and customers, virtual meetings will continue to grow as a more time-efficient and cost-effective way to receive training, hold meetings and do business.

Virtual meetings complement your in-person meetings, provide an alternative for those unable to travel, and create new opportunities for providing information from experts and presenters not in your geographic area.

Outcomes

Discover the various synchronous distance meeting formats available and learn about the technology of producing distance meetings. Then get the best instructional techniques on the design and teaching of effective distance or virtual meetings. Lastly, acquire the virtual meeting planning skills involved in budgeting, pricing, and marketing virtual meetings.

Virtual meetings are distance seminars and education featuring audio, slides and/or video in a synchronous format. They include webinars, webcasts, video casts, two-way web cams, and other audio and video formats.

Why you should attend

This is a hot growth industry with a big future for delivering cost-effective, available, and profitable distance seminars and education offered by

Who should attend

The program is designed for anyone interested in virtual or distance meeting planning, including current virtual meeting planners, in-person meeting planners, and anyone else interested in developing, managing or marketing virtual and distance meetings. The program is relevant for meeting planners in associations, government, business, education and other institutional settings.

Benefits

Here's what you receive:

- Three one-month online courses with the most intensive and comprehensive professional development on virtual meetings from three outstanding experts in the field
- Readings and Study Guide
- An exam you can take at your location or online with a local proctor
- Benefits of VMP status, including certificate, press release, VMP medal suitable for framing, and the designation of the initials VMP after your name.

About LERN

The Learning Resources Network (LERN) is the largest continuing education association in the world, with more than 1,000 organizational members and over 5,000 members receiving benefits.

LERN is the leading provider of professional development for associations and other nonprofit organizations engaged in continuing education and lifelong learning.

Other voluntary professional designations currently offered by LERN include Certified Program Planner (CPP), Certified Online Instructor (COI), and Certified eMarketing Professional (CeP), all specific to the field of association education, continuing education, meetings, education and lifelong learning.

Certification Requirements

The certification is a voluntary designation, not a license, and is recognized and offered by the Learning Resources Network (LERN), the leading international association in association education, continuing education and lifelong learning.

Requirements for the Certified Virtual Meeting Planner include:

1. Participate in and pass three one-month online courses.
2. Pass a 50-question multiple choice exam.
3. Complete a one-page report form on two different virtual meetings you organized and/or conducted.
4. Invite participants from at least two past virtual meetings to respond to a 2-question online survey evaluating the success of the virtual meetings.

Virtual Meeting Planner Curriculum

Course One

Virtual Meeting Technology

Unit 1

Introduction to synchronous meeting technologies

- What is Synchronous Meeting?
- What technologies are available and how do I find them?
- Why synchronous meetings are becoming popular
- The advantages of Synchronous Meeting Technologies for businesses
- The disadvantages of Synchronous Meeting Technologies for businesses
- The advantages of Synchronous Meeting Technologies for workers
- The disadvantages of Synchronous Meeting Technologies for workers

Unit 2

Webinars, webcasts and other audio formats

- Discussing webinars, webcasts, and other audio formats
- Designing webinars, webcasts, and other virtual meeting technologies
- Developing a plan for transitioning to these technologies
- Space, equipment and computer requirements

Unit 3

Video streaming, webcam and other video formats

- Discussing video streaming, webcams, and other video formats
- Designing video streaming, webcams, and other virtual meeting technologies

- Developing a plan for transitioning to these technologies
- Space, equipment and computer requirements

Unit 4

Vendors and contracts, getting started, setting up your system

- Choosing a program or programs that fits your organizations needs
- Doing a run-through or trial run
- Don't over-invite – who to invite into the decision-making process, who needs to be involved
- Send out an e-mail – inclusion into the meetings, support systems in place
- Keep it interesting – don't implement more than you need or can handle

Course Two

Keys to Effective Design of Virtual Meetings

Unit 1

Virtual Learning Formats

- Choosing the right learning format for your program
- Choosing the length of your program
- Choosing presentation formats and selecting presenters
- Making slides powerful and visual

Unit 2

Effective Design Techniques for Virtual Meetings

- Identifying your goals and objectives of the program
- Preparing yourself and your presenter on how to use the software
- Creating involvement of your participants through interaction
- Keys to facilitating the program, less presenting
- Creating a production or script for your virtual program

Unit 3

Training Virtual Meeting Presenters and Instructors

- Ways to train virtual meeting presenters and instructors
- Creating a training program to help your instructors embrace the virtual meeting experience
- Creating practice sessions for your presenters and instructors
- Structuring your meeting to keep your audience engaged and wanting more

Unit 4

Presentation Techniques and Tips for Quality Virtual Meetings

- Best ways to keep your participants engaged and alert
- Making participants feel part of the meeting
- Explaining virtual meeting tools to your users
- Explaining your expectations of the users
- The key to successful introductions
- Staying on point and on time

Course Three

Managing Virtual Meetings

Unit 1

Strategic planning for virtual meetings

- Establishing a timeline
- Creating your product mix
- How to evaluate virtual meetings
- Your one-year virtual meeting plan

Unit 2

Needs assessments, market research and surveys

- Determining the need and the size of the audience
- Gauging the competition
- Simple yet critical market research techniques
- Creating high response surveys

Unit 3

Budgeting and pricing virtual meetings

- Setting income goals
- Budgeting start up costs
- Determine your profit margin
- Pricing your virtual meeting

Unit 4

Marketing virtual meetings

- When and how often to promote
- How much to spend on promotion
- Promoting with email, web sites and direct mail
- The 5 keys to successful marketing of virtual meetings

About Your Instructors

Larry A. Ray, COI, is Department Chair of Information Technology, and Computer Science Systems Assistant Professor, at Stark State College of Technology in North Canton, Ohio. He is a Certified Online Instructor and Ph.D. Candidate in Educational Leadership. He has used virtual meeting technologies and teaches others on creating and running virtual meetings.

Debbie Kopkau, CMP, CMS, is the Director of Certification/Director of Operations for the Michigan Association of School Boards. She has been working in associations since 1991. She specializes in delivery of program content through video conferencing and webinars, and helps instructors create their content to be best received by participants. She has handled logistics and content for online programs as large as 700 attendees and as small as 5 participants. She is working on her Master's Degree in Strategic Management at Davenport University.

William A. Draves, CAE, COI, is President of the Learning Resources Network (LERN), the leading association in continuing education and lifelong learning. He is the author of *Advanced Teaching Online*, *How to Teach Adults*, and editor of *The Marketing Manual*. He has organized and presented virtual meetings for five years, using audio and video delivery formats. A speaker and consultant, he trains association educators and others

in the assessment, planning and marketing of continuing education events and meetings. Draves is a Certified Online Instructor and received his graduate degree in adult education from The George Washington University in Washington, DC.

About online learning

Online learning is a fun, enjoyable and very productive way to learn. Millions of people are learning online each year. You will engage with the instructor and other participants. You will get to know your instructor and other participants. You may make friends. It's easy. It's fun.

How the Courses Work

It is easy to participate in your online courses. After you register, you will be given a web address for your online classroom. You will have a password and use your email address and password to gain access.

Participate when you want

You can participate any time of day or evening, from work or from home. Your online classroom will be open 24 hours a day, 7 days a week.

For the best learning, participants should log into the course on 2-3 different days of the week. Your instructor will log into the course 4-5 times a week and make comments, answer questions, and respond to participant comments.

While some real-time meetings will be conducted for demonstration purposes, the synchronous meetings will be archived so you can access them later if you are not able to attend.

Register Now

Online certificate, with three one-month online courses, and optional certification exam for VMP designation, just \$795. Includes readings, exam, framed certificate and VMP medal suitable for framing.

Offered twice a year, September-November, and February-April



Apply Now

Registration is easy!

Register now for the next session.

How to Register



EMAIL: Send your registration information to info@lern.org.

ONLINE: You can apply online go to www.lern.org/vmp.



MAIL: Complete and send the attached form to LERN, PO Box 9,

River Falls, WI 54022, along with your check, purchase order, or credit card information.



PHONE: Reserve your place by calling 800-678-LERN (5376).

A purchase order, check or credit card information should follow immediately.



TOLL-FREE FAX: Complete and fax the attached registration

form with credit card information or a purchase order, to 888-234-8633, 24 hours a day.



QUESTIONS:

Call Tammy at 800-678-LERN (5376), or send e-mail to info@lern.org.



www.lern.org

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APPLICATION

Certified Virtual Meeting Planner (VMP)

_____ Yes, I want to enroll in the Certified Virtual Meeting Planner online program.
I understand the fee is \$795, including study materials, exam and certificate.

Name

Department (if any)

Institution/Organization

Address

City

State/Province

ZIP/Postal Code

Phone

Fax

E-mail Address

Please check: Check enclosed. Please bill me. Please charge my credit card.



Card Number

Exp Date

CVC Code

Cardholder's Name (please print)

Cardholder's Signature

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