

Extend the Life of Your Webinars!

Turn your webinar recordings into interactive learning and passive viewing into active engagement!



CHALLENGE

You've created and hosted a webinar. Live participants enjoyed the event, learners were active, and content and delivery were successful. Now what? Do you send out the recording and hope more people view it? How can you track learner engagement and mastery? How will you stop the recording from becoming lost in the endless sea of online media?

SOLUTION

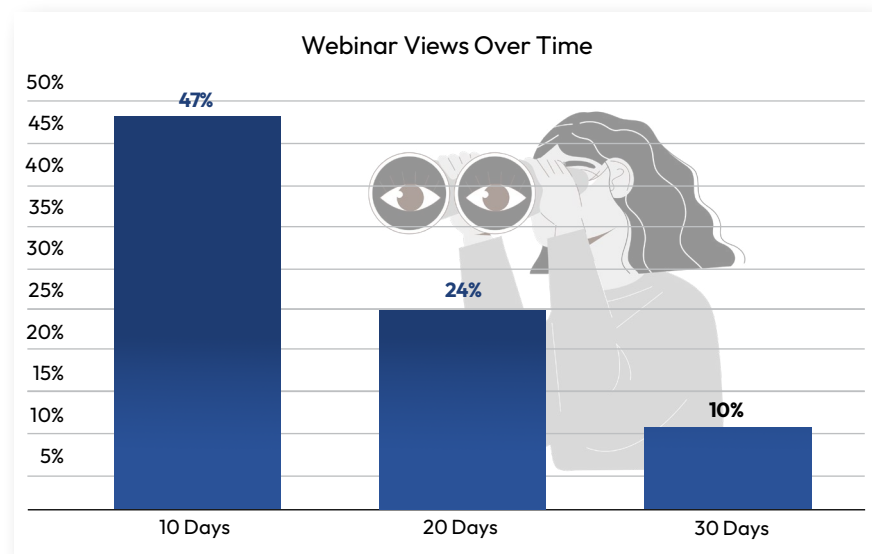
Webinars are powerful tools and can be impactful for those attending live. Unfortunately, the shelf life for learners to watch a recorded webinar is around ten days (Hubilio, 2023). A significant benefit of webinar content is its versatility. By transforming time-bound webinars into on-demand, self-paced learning experiences, you provide flexible educational opportunities that better meet learners' needs—while maximizing the value of your existing recordings.

INTRODUCTION

The necessity for online learning, training, and collaboration is tremendous in our digital world. In 1996, the first public webinar was released (Arruda, 2020). The demand for engaging online content only increased from that point forward.

In 2020, due to the COVID-19 pandemic, webinars were absolutely vital to companies, schools, and organizations as they pivoted to online content and communication.

Learners appreciate the flexibility webinars offer. With online hosting, live participation can happen from any location, and on-demand streaming at later dates allows even more accommodations for user access. While this flexibility is beneficial, data on webinar engagement suggests that format changes could significantly enhance the long-term user experience. Approximately 40% of participants attend live webinars, while an estimated 60% view them on-demand (Poulson, 2024). These on-demand viewers are restricted to a static recording with no opportunity to interact with the content. Webinars, particularly those accessed on-demand, often lack meaningful learner engagement and provide limited options for tracking learner analytics.



There is a Better Way.

Converting webinar content into online learning courses fosters an active audience and enhances the learner experience. This process requires expertise in pedagogy and course customization. Restructuring webinars into online learning formats adds longevity and value for both hosts and learners. Such conversions increase learner engagement, support scalability, enable comprehensive analytics, allow for customization and personalization, and improve accessibility for learners.



Transforming a webinar into a dynamic online course enhances engagement by creating an interactive, flexible, and learner-focused experience. This transformation ensures personalized, accessible, and immersive courses that improve retention and participation.

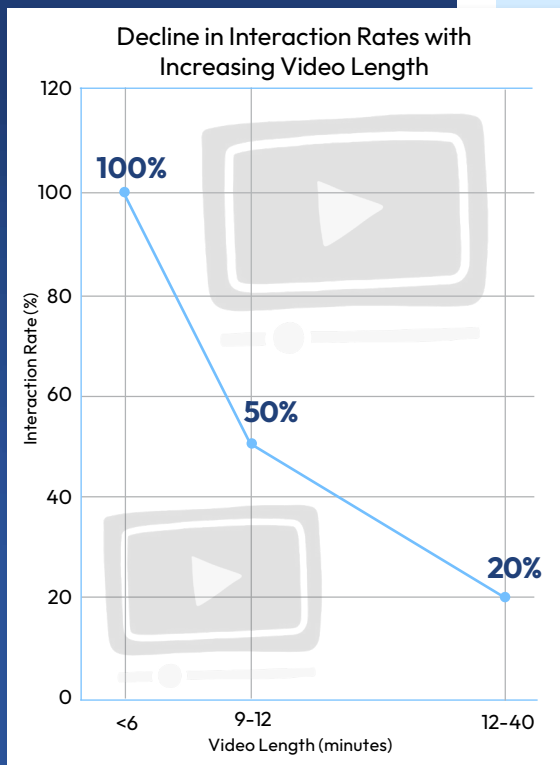
Eight Important Benefits of Transforming Your Webinar Into Online Training.

SEGMENTED LEARNING:

Breaking webinars into smaller, focused topics allows learners to

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process information more effectively. Research shows that segmenting learning reduces cognitive load, enabling better knowledge transmission and decreased mental effort (Afify, 2019). Short videos (<6 minutes) maintain nearly 100% engagement, while engagement drops significantly as video length increases. The visualization underscores the importance of segmenting webinar content to sustain learner engagement and enhance the overall learning experience.



INTERACTIVE ELEMENTS:

A key advantage of transitioning to an online course

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format is the integration of interactive elements such as knowledge checks, assignments, and discussion forums. Features promote active participation, enabling learners to engage more deeply with the content and take ownership of their learning. Unlike traditional webinars, which rely on passive listening, online courses create a dynamic and interactive learning environment. Shorter, segmented content combined with active engagement significantly enhances information retention, fostering mastery and long-term learning outcomes.

Courses embrace learners' unique paths, offering freedom to explore. Instructional design can include opportunities to spark connections to create transformative experiences that leave a lasting impact.



Courses Can Meet Learners Where They Are and Deliver Impactful Experiences.

ON-DEMAND ACCESS:

Converting a webinar into an online course allows for greater on-

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demand access. Most webinar platforms only host recorded webinars for 30-60 days before they expire. Transforming that webinar to an online course allows the content to stay

live and gives learners the ability to access it at their convenience.

Learners can revisit materials they find particularly relevant or challenging. This not only increases engagement but also solidifies understanding of the concepts.

PERSONALIZATION:

Personalization is critical in creating effective online courses as it

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ensures the content resonates with the target audience and aligns with the organization's unique brand and goals.

Tailored courses maintain consistency in tone and format, enhancing learner engagement and comprehension. By customizing courses to showcase webinar content effectively, organizations can deliver a cohesive learning experience that reflects their values and objectives while optimizing participant engagement and performance outcomes.

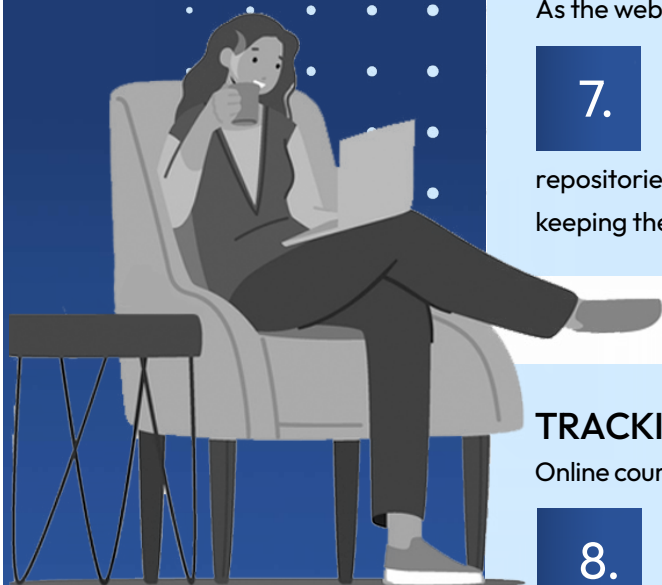
COMMUNITY BUILDING:

By offering forums or community spaces, online courses create opportunities for participants to connect with

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each other outside of the scheduled sessions. This sense of community fosters ongoing discussions and interactions that will last well beyond the one hour of a scheduled webinar. The nature of a live webinar is fast-paced and time-limited; questions are posed and answered quickly, and only a few viewpoints can engage. An online course community channels the same collaborative approach as a live session but with more meaningful engagement across learners as the pressure to respond as soon as questions are posed is removed (Lin & Gao, 2020). This allows for deeper learning and conversation while connecting with others in the field.

Online courses enhance learning by offering diverse materials, personalized support, and progress tracking. This structured approach fosters engagement, encourages growth, and motivates learners throughout their educational journey.



An Online Course Takes the Learner on a Journey & Checks Progress Along the Way.

EXTENDED CONTENT:

Most webinars are around 60-90 minutes in length. This time

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limit cuts off the content and discussion that was happening live. Unlike a live webinar, an online course can dive deeper into topics and content, offering a more comprehensive and relevant experience that keeps learners engaged over a longer period.

ADDITIONAL RESOURCES:

As the webinar is being converted to an online course, there is an

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opportunity to include additional resources for the learner to access as needed. Courses often include supplementary materials, such as worksheets, reading lists, and document repositories. These resources enhance understanding and retention, keeping the learner engaged over time.

TRACKING PROGRESS:

Online course platforms allow learners to track their progress, set goals,

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and celebrate achievements. This encourages engagement and enhances the learning experience as learners can see their progress and stay motivated to complete the course. The analytics available through course platforms also include the ability to track learner engagement, participation, scores, etc. Analytics are an invaluable tool for evaluating works for your users and what content needs to be updated (Kew & Tasir, 2022).

Successful Scalability.

Online course content is optimized and can be easily updated and enhanced based on feedback and analytics.

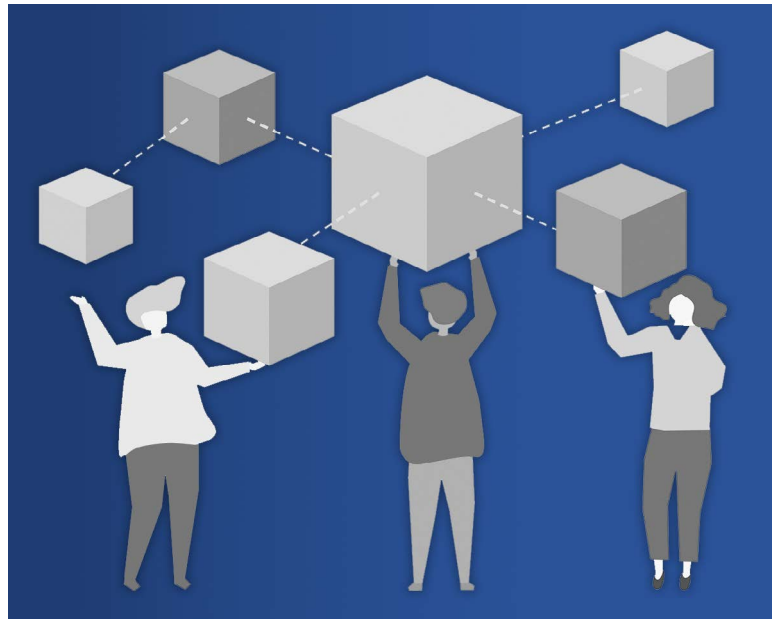
FLEXIBILITY AND ACCESSIBILITY

Once the webinar has been converted to a course, reaching a larger audience becomes easier without significant additional effort. Online courses allow for access anywhere and anytime, accommodating various learning paces and schedules. Learners can interact with the content at their convenience without the time and class size limitations of live webinars.



ENHANCED ENGAGEMENT

Those who cannot attend live sessions can still gain value and knowledge from the online course. Unlike static on-demand recordings, online courses include interactive elements that engage learners actively, providing a richer learning experience. Courses can also be optimized for various devices and internet speeds, ensuring accessibility even for those with limited resources.



SCALABILITY AND LONGEVITY

Scalability ensures content can be updated and enhanced based on feedback and analytics. Unlike recorded webinars, which have a short lifespan, online courses extend the longevity of the content. Updates can be made easily without starting from scratch, ensuring relevance and quality over time.



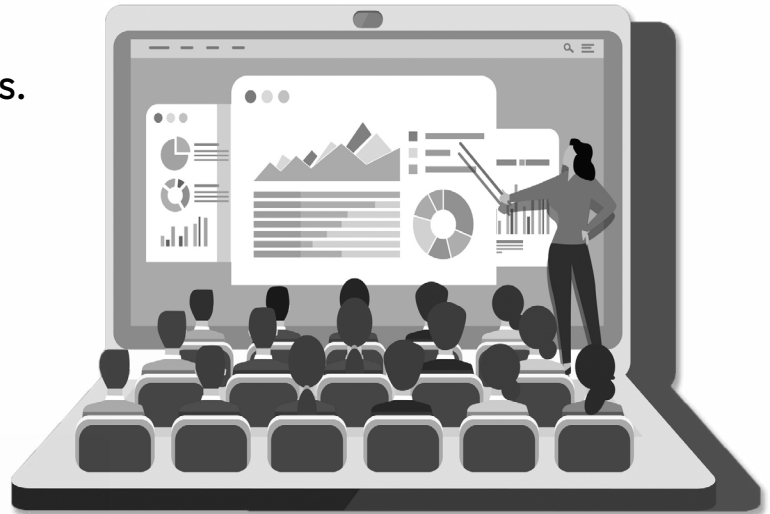
DATA-DRIVEN IMPROVEMENT

Leveraging learning analytics helps monitor and improve online courses. This data identifies learner behaviors, engagement levels, and areas for improvement, ensuring the course evolves to meet learner needs effectively.

Comprehensive Analytics.

Converting a webinar to an online course has huge analytical benefits.

Course platforms often include comprehensive analytics on learner progress and engagement, giving insight into what works well and what does not. Using learning analytics improves the design and delivery of instruction and paves the way for meaningful learning experiences. There are three categories of analytics that are extremely valuable: learner engagement, learner success, and learner feedback.



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LEARNER ENGAGEMENT

Analytics offer detailed insights into how learners interact with course content, highlighting which topics capture the most interest and where time is spent. This data supports strategic adjustments to optimize content delivery, refine pacing, and tailor supplementary materials. Additionally, attendance metrics reveal overall participation rates, enabling the development of targeted approaches to increase course access and broaden audience engagement.

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LEARNER SUCCESS

Tracking learner progress through data-driven tools like pre- and post-tests provides a clear picture of knowledge acquisition and areas for improvement. Knowledge checks embedded throughout the course help reinforce understanding and offer real-time indicators of where learners may need additional support. By analyzing these metrics, organizations can enhance course effectiveness and ensure learners achieve their desired outcomes (Kew & Tasir, 2022).

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LEARNER FEEDBACK

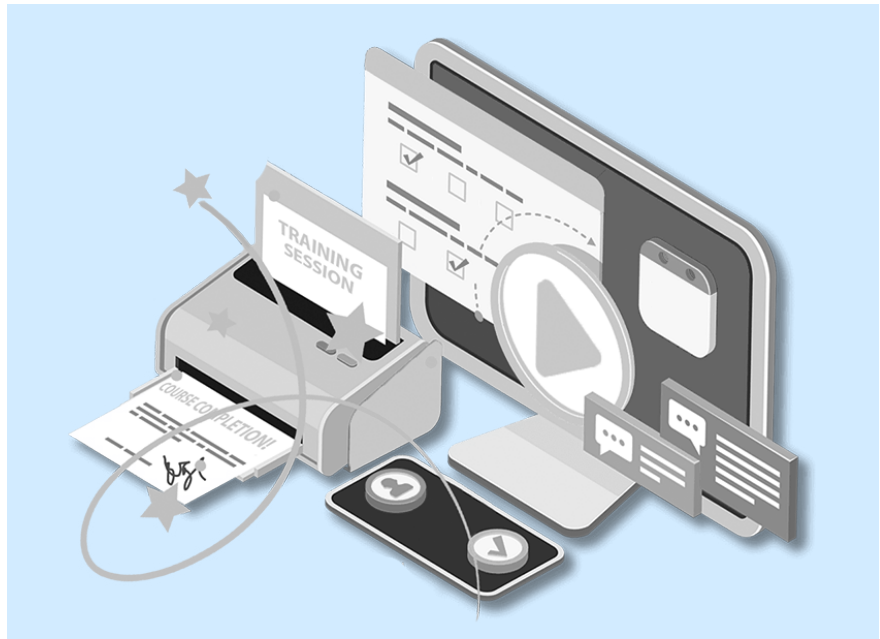
Leveraging learner feedback ensures courses remain relevant and valuable by aligning with evolving audience needs (Martin, 2016). Analytics support this process by identifying trends in learner behavior and highlighting opportunities for refinement. This feedback loop enables the continuous enhancement of content, fosters accountability, and helps sustain high levels of engagement and participation over time.

Convert your webinars to courses!

If you'd like to explore transforming your recorded webinars into dynamic course content, please schedule a complimentary consultation with me to learn how it can work for you. **Let's connect!**



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About eLearningDOC

Founded in 2021 by Dr. Angela Robbins, eLearningDOC is delivering on a long-time vision to provide customized learning solutions with a fierce dedication to serving the needs of its clients.

Dr. Robbins has turned her passion for revolutionizing education and her deep knowledge of pedagogy into an exceptional customer service approach that delivers transformative learning experiences for organizations across the globe.

Dr. Robbins believes that the heart of innovation is one's team, and she has fielded an exceptional leadership team, and a research-driven approach.

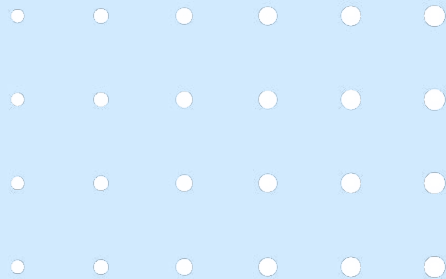
In 2023, the company was acquired by Strategic Systems, Inc. With their support, eLearningDOC aims to impact the learning landscape significantly. With this partnership of superb tech-based solutions and pedagogical know-how, eLearningDOC delivers state-of-the-art learning solutions to more clients worldwide.

You can trust eLearningDOC to be your partner in success as we help you develop and deliver your transformative learning experiences.

Accessibility plays a pivotal role in providing equal opportunities to a diverse range of learners.

Online courses reach a broader audience and ensures accessibility for all who want to participate by:

- Catering to different learning preferences
- Ensuring accessibility standards are met
- Providing flexibility

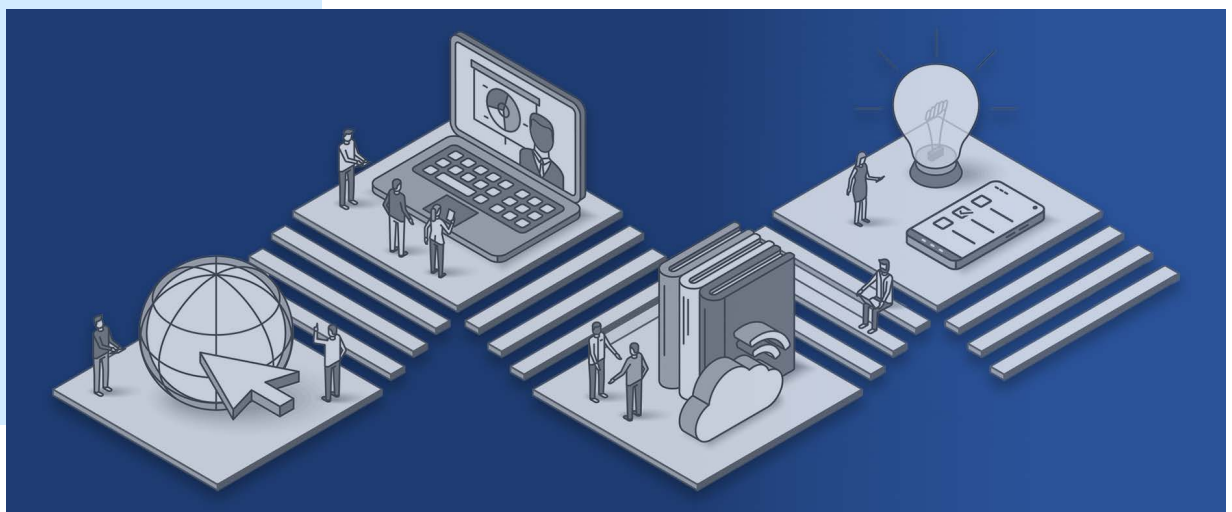


Inclusive Learning Design.

Online courses allow for the inclusion of various formats to accommodate various learning preferences and needs.

Webinars have certain limitations regarding inclusion and accessibility compared to online courses. Their typically synchronous nature requires participants to join at a specific time, which can exclude individuals in different time zones, those with demanding schedules, or those who need extra time to process information. In contrast, online courses provide greater accessibility by offering asynchronous options and compatibility with assistive technologies. This allows learners to engage with content at their own pace and on their own schedule. Additionally, accessibility features such as transcripts, captions, and screen reader compatibility make learning materials available to a broader audience, including individuals from diverse geographical locations or those with limited internet access at specific times.

Online courses not only improve access to content but also create an inclusive environment where all participants can actively engage with and benefit from the material (Bashir et al., 2021). This inclusivity enhances the learning experience and broadens the impact of the original content. By incorporating multimedia elements such as videos, interactive quizzes, and reading materials, these courses allow learners to interact with the content in ways that meet their individual needs (Lachheb et al., 2021).



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