



INCORPORATING VIDEO INTO A MULTIMODAL TRAINING STRATEGY

Multimodal training is an effective approach to learning and development. It appeals to multiple learning preferences; enables reinforcement over a long time period; and provides both formal and

informal, just-in-time learning. When deciding which modalities to include in a multimodal training strategy, video is an important tool to consider.

WHAT MAKES A GOOD VIDEO?

A good training video works on any device, from desktop computers to smartphones, so learners can access it whenever and wherever they want. Since employees are accustomed to watching high-quality online videos from a variety of sources, the videos you use for training must be of high quality, as well. If a video takes too long to load or has poor audio quality, learners will not engage and, in fact, will probably stop watching.

The quality of the video is extremely important, but it must also be engaging, entertaining and interactive to be effective. Some of the same characteristics of good in-person training are true of e-learning, too. Understanding your audience and the goals of the training are key. You should create content using the same instructional principles you would use to create instructor-led training. Lastly, if your videos are narrated by a live person, make sure that person is engaging and the presentation is scripted.

VIDEO IN A MULTIMODAL TRAINING PROGRAM

Three options for incorporating video into a multimodal training program include a flipped classroom approach, distance learning and on-demand learning.

Flipped Classroom

In a flipped classroom, learners consume content independently before attending an in-person training session. This content can come in the form of a pre-read, online research, some kind of assignment or “homework,” e-learning modules, or other formats. Video is one way to prime learners before in-person training. By learning some of the content in an engaging video, participants will come to the training prepared for an engaging discussion.

Distance Learning

Live video is also a great way to reach employees who can't come to the classroom for in-person training. You can use live video so remote learners can participate in real time without incurring travel time and expense.

On-Demand Learning

Many organizations create a library of videos for employees and even customers to access on demand

when they need support. On-demand video gives learners more options to view pre-recorded training at their convenience.

SELECT A TOOL THAT MEETS YOUR NEEDS

While more and more learning and development professionals are using online video in their training programs, the process of creating and distributing that content can be challenging. Ensuring high-quality viewing on any type of media device, managing a growing video library and delivering video to a geographically dispersed audience are typically the top concerns. That's where an online video platform (OVP) can help. An OVP helps solve the challenges of managing and distributing online video by automating those tasks and ensuring optimum delivery and performance for viewers located anywhere.

CDN Integration

To ensure the best delivery and performance of your videos, make sure the OVP you select is integrated with a content delivery network (CDN). CDNs ensure online content such as videos are efficiently delivered to viewers everywhere, ensuring they receive the best possible experience. Some OVPs use third-party CDNs for delivery, which may increase the costs for you. It also makes it more cumbersome to seek help when you're having technical problems. Selecting the right solution will keep your monthly costs consistent, guarantee flawless content delivery and performance, and make troubleshooting easier.

Ease of Use

Another important consideration to make when selecting an OVP is its ease of use. Most trainers are accustomed to working with their IT departments to manage their video content. One of the benefits of an OVP is that it can provide the trainer with direct control over video content without requiring assistance from IT. The OVP you choose should automate the task of uploading videos and converting them into all the necessary formats and bitrates required by your viewers, allowing you to minimize the time spent loading and preparing media.

Streamlined Multi-device Support

The process of creating and delivering videos and ensuring they play flawlessly on mobile phones, tablets, PCs, streaming players and smart TVs can be complex, time-consuming and sometimes overwhelming, but it doesn't have to be. Learners will view your training videos on their preferred media devices, so you will need to make sure the OVP you're evaluating supports the ability to create media that can be played on any devices. The ability to automatically convert your videos to the proper streaming formats and bitrates will ensure your videos will play on any device type.

Geographic Reach

Whether your learners are local, regional or global, another important factor to consider is whether the vendor has the capability and capacity to deliver your video content in the areas where the learners are located. This will ensure learners have the highest quality viewing experience, regardless of their location.

Meeting Your Unique Requirements

Video has evolved tremendously over the last several years. It's important to select an OVP that will provide you with flexibility to adapt to changes in how you use video. Choose an OVP that has flexible publishing options to easily reach learners wherever they access content.

Any OVP provider you work with should understand your organization's needs and goals. It should also be able to demonstrate success with customers who had similar challenges. Ask for examples of the company's work and demos of the platform itself.

WHAT'S NEXT?

Trainers are experts in training, but not necessarily in producing and delivering online video. However, after thoroughly evaluating OVP vendors and selecting the right one for your particular needs, the process of creating videos, delivering them and ensuring they play on any device is easy.

When done well, video training can be as effective – if not more effective – than classroom training. It enables remote participation, lowers costs, improves retention and appeals to a diverse group of learners. Add video to your multimodal training, and watch engagement and retention levels soar.

Delivering high-quality online learning experiences is critical to your success, and you should be confident you are choosing the right OVP to help you succeed. Limelight Networks' Limelight Video Platform provides L&D professionals with a complete end-to-end video management and publishing solution that is the fastest, most intuitive way to manage and distribute training videos to learners everywhere. And it's the only major OVP that is fully integrated with a CDN, letting you easily manage and distribute video content without the need for a separate CDN for distribution.

Training organizations around the world use the Limelight Video Platform to simplify and automate their video management and distribution processes across a range of workflows. For more information about the Limelight Video Platform, visit www.limelight.com/online-video-platform/.

And, for more guidance on selecting the right OVP for your organization, download the "Critical Considerations When Choosing an Online Video Platform" checklist: www.limelight.com/ovp-checklist/.

ABOUT LIMELIGHT NETWORKS

Limelight Networks Inc., (NASDAQ: LLNW), a leading provider of digital content delivery, video, cloud security, and edge computing services, empowers customers to provide exceptional digital experiences. Limelight's edge services platform includes a unique combination of global private infrastructure, intelligent software, and expert support services that enable current and future workflows. For more information, visit www.limelight.com, and follow us on [Twitter](#), [Facebook](#), and [LinkedIn](#).