

# Friesen, Kaye and Associates

## Virtual Producer



Friesen, Kaye and Associates  
The Experts in Knowledge Transfer  
and Workplace Performance

Behind every well-delivered learning session, presentation and meeting is a great technical producer. The role of the producer is to support the presenter/facilitator and transform the virtual event into a trouble-free and interactive session that keep audiences engaged and the presenter on track. The importance of a producer is often overlooked. Presenters rely on the producer to launch all media at the appropriate time; handle rapid task switching; and monitor the technical aspects of the virtual event, including launching polls and monitoring chats, which allows the presenter to focus on facilitating the content in an interactive and engaging format. The producer acts as a safety guard, separating successful live virtual sessions from sessions that could become chaotic, disorganized, non-engaging and hindered by technical challenges.

This program is ideal for the presenter/facilitator who wishes to take on both roles, or for the technical support personnel responsible for producing smooth and successful virtual communication and learning sessions using **Adobe Connect, WebEx, MS Teams or Zoom.**

### Who Should Attend?

- Instructors; facilitators; presenters; managers; supervisors; and subject matter experts who deliver presentations; facilitate meetings; and deliver learning programs in the virtual environment.
- Technical producers responsible for providing technical support and assisting in the delivery and facilitation of interactive virtual sessions and meetings

### Key Benefits

1. This program is facilitated by an FKA certified instructor with subject matter expertise producing virtual engagements.
2. FKA will model best practices and provide each participant with the opportunity to practice the techniques in a “safe” environment.
3. Learn and practice using the web platform(s) you will be producing virtual events with.
4. Return to work ready to start producing virtual sessions.
5. Take home comprehensive participant materials packed with job aids and reference materials that will help you succeed in your virtual producer role.

### Post-Learning Sustainment

As a participant in an FKA program, you are entitled to ongoing support:

- One-Year Hotline: connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

*“This course was a huge help to me. It was an extremely collaborative and a very comfortable forum.”*

Michelle Reinhold, Siemens Healthineers

# Virtual Program Producer

## Objectives

Upon successful completion of this program, you will be able to:

1. Identify the role and responsibilities of the Producer.
2. Demonstrate how to create, produce and support virtual events using the capabilities of the platform(s).
3. Identify trouble-shooting strategies.
4. Practice using the capabilities of the platform(s).

## Agenda

### Live Session (2-2.5hours) – Adobe Connect:

- Record a session
- Demonstrate Chat and Status Icons
- Create an Adobe Room:
  - Create Adobe Layouts
  - Open Attendee Pod
  - Create Chat Pods
  - Create Note Pods
- Demonstrate “Preparation Mode”
- Create Polls
- Demonstrate Share Pods
  - My Screen: Desktop or Application
  - Share Document: PPT, Video and PDFs
  - Share Whiteboard
- Other Pods:
  - Video (Webcam)
  - Files
  - Web Links
- Create Breakout Rooms: bring content back
- Discuss trouble-shooting strategies and scenarios for Adobe Connect
- Best Practice discussion
- Wrap-up

*“For me, this training offered the type of confidence through practice I needed. The facilitator illustrated how we could use the producer skills to enhance and support the facilitator’s instruction to the point of being extremely vital to have an experienced producer. Geoff’s ease of facilitation and deft producer skills brought what could have been a very intimidating experience to one of exhilaration and excitement to visually see the tool (Adobe Connect) used in a live session as a facilitator with keen and insight support of a trained producer. I was looking forward to this workshop, and the accompanying class titled 'Instructional Techniques for the Virtual Classroom' was also taught by Friesen, Kaye, and Associates. These two workshops not only bolstered and bookended my incomplete skillset in virtual facilitation and producing – they presented the material in a pace and manner highly relatable and relevant to the times.”*

Viking White, Library of Congress

