



WebEx is an innovative service, constantly updating and responding to market needs. Moreover WebEx delivered a user friendly experience – our participants found it simple and intuitive to use.

— Anne Bartlett-Bragg, executive director, LTUG

WebEx enhances learning through collaboration



INDUSTRY

Education and training

WEBEX APPLICATIONS

Meeting Center

SUMMARY

LTUG uses WebEx to allow members to attend its series of regular workshop and seminar events. Without this reach, the potential audience/participants would be restricted by who could physically travel to sessions. WebEx provides remote attendants with a collaborative experience and enables participants to visually illustrate their discussions.

ABOUT LTUG

The Learning Technologies User Group (LTUG) is a professional support service for organisations and individuals using learning technologies throughout Australia and New Zealand. LTUG's core aim is to promote best practice, share expertise, encourage professional development and to keep members informed of the latest learning technologies and trends.

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LTUG's core aim is to promote best practice, share expertise, encourage professional development, support effective use of learning technologies and to keep members informed of the latest learning technologies and trends.

Established in 2002, LTUG provides services to members throughout Australia and New Zealand.

LTUG members come from a range of disciplines across all education and training sectors. As Anne Bartlett-Bragg, executive director, LTUG, explains, "We have members from schools, TAFE's and universities as well as from the private and corporate sectors. The diversity of the audience makes the sharing of expertise, experience, knowledge and ideas exciting and very stimulating."

Knowledge into practice

A primary focus for LTUG is to encourage members to understand the capabilities of learning technologies and to educate as to how best to use them. Anne explains, "Due to their importance as a learning technology I'm very familiar with a variety of conferencing solutions, and encourage members to embrace these technologies. We

regularly work with video conferencing, teleconferencing and web conferencing technologies and are keen to demonstrate to our members the individual benefits and limitations of each."

LTUG puts this knowledge into practice in communicating with members and chooses web conferencing as the medium for its series of regular workshop and seminar events. These events are a core method for LTUG to engage with educators to discuss core issues and promote best practice for individual learning technologies.

The challenge

The rationale behind LTUG's preference for web conferencing as a platform for its events, was based on a number of factors, as Anne explains: "From the outset, we were very clear that we needed a broadcast medium as a conduit for reaching our members. Without this reach, the potential audience/participants would be restricted by who could physically travel to sessions. By definition, LTUG needs to be as inclusive as possible, so the solution needed to overcome the geographic hurdles, and improve potential for individual involvement.

"In addition to the inclusive nature of LTUG forums, it is important that they are a collaborative experience for our members. This need for collaboration determined that we should look at web based conferencing as the most practical solution."



It was also important to LTUG that the medium used should enable participants to visually illustrate their discussions. For this purpose both videoconferencing and web conferencing were potential solutions.

The solution

With the advantages of greater availability and lower cost for members, it was determined that web conferencing was the most suitable option. "WebEx is an innovative service, constantly

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Benefits – extending reach, flexibility and inclusion

By enabling access from the workplace WebEx allows local LTUG members to be involved without leaving their desks, and for those in remote areas, it enables them to participate, where they previously would not have been able to. LTUG now has participants from as far afield as Queensland, and New Zealand, and is looking to broaden into Asia as well.

Anne explains, "WebEx enables LTUG to reach a broad audience that can interact in a rich environment. It enables us to facilitate frequent events and meets the needs of all of our participants, who are naturally busy people. The flexibility and accessibility of WebEx from the desktop means that they are able to fit LTUG sessions into their hectic schedule.

"We schedule monthly webinar sessions using WebEx, as well as additional workshops on topics that need specific focus or discussion. The reach and access that WebEx provides enables us to realise core goals – it gives us the ability to inform our group and provide them with opportunities that they otherwise do not have."

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Future plans – pushing the boundaries

For LTUG, future plans for the usage of WebEx appear to be limited only by their imagination. Anne comments, "We're keen to explore the boundaries of the capabilities of WebEx's expertise. So far our experience using WebEx and the company's ability to respond and support has gone beyond our expectations. If I say – I wish we could do this, within a short time I'll get a call telling me that feature has been added and the functionality is available to us.

"We'll use whatever they develop. We'll constantly be improving our delivery – and pushing software to the limit – with WebEx's help."

HIGHLIGHTS

- Using WebEx, LTUG has given members the opportunity to be involved in events without leaving their desks, and for those in remote areas to participate where they previously would not have been able to
- WebEx has allowed LTUG to expand its reach into regional Australia, New Zealand and there are also plans to expand its audience into Asia