



Top Ten Best Practices for Promoting Adoption of Elluminate *Live!*®



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Now that you've implemented Elluminate *Live!* the issue becomes how to raise awareness, encourage use by faculty and students, and facilitate formal and grassroots efforts to increase its adoption rate. In this document we share ten best practices for promoting the adoption of Elluminate's virtual classroom/conference room, so you can maximize your investment in this enabling technology.

1. Host Demonstrations and Introductory Sessions to Elluminate *Live!*

To build awareness of Elluminate *Live!* host demonstrations like "Lunch and Learns" on how the virtual tool can be used in classes as an effective teaching tool. Begin with an overview of Elluminate *Live!* and its benefits. Continue with demonstrations of key features and functionality.

Elluminate will even work with you to host an "Elluminate Day" where all potential (and existing) users are invited to explore the possibilities. The key is to get your faculty and staff excited and motivated to experiment. You'll find that once they start using Elluminate *Live!* many users go on to become champions of the technology.

2. Provide Training to All Faculty and Staff

The key to success with using Elluminate is training, training, training! As faculty and staff learn more about the features in Elluminate *Live!* and how to use the environment, they'll be more comfortable with using it in their classes and meetings. You can host your own training sessions or leverage the training resources that Elluminate provides.

Elluminate offers many live and recorded training resources designed to help users get up to speed with using Elluminate *Live!* quickly. These include:

- Free online training for moderators, participants, and administrators. Visit <http://www.illuminate.com/training> for a complete list and more information about how to register.
- Quick Reference Guides, User Guides, and PowerPoint slides
- Materials for content developers, including installation, quick reference, and user documentation, as well as a design template and instructions for creating a podcast
- Customized onsite training programs

3. Use Elluminate vRoom

Encourage all faculty and staff to sign up for their own FREE Elluminate vRoom so they can begin experimenting with the virtual environment. vRoom offers all the functionality of Elluminate *Live!* (except recording) for up to three users. It's a great way to learn about the features and practice with colleagues or family. You can use as many virtual rooms as you like for as long as you like. Students can also use Elluminate vRoom to practice their class presentations and collaborate in small groups. To get a free vRoom, visit <http://www.illuminate.com/vroom/>.

4. Showcase Users of Elluminate *Live!*

Create opportunities for “show and tell,” showcasing how colleagues are using Elluminate. Nothing works better than real-life examples to help encourage even the most reluctant “technophobes.” In fact, Elluminate *Live!* has been used successfully by those whose technology experience was limited to email and instant messaging. Encourage early or experienced users to encourage and inspire others.

You can even host an event to feature key users in your organization and invite all the faculty. Your Elluminate Customer Advocate can help organize the event, demonstrate the product, feature two or three users who will share their stories, and give participants hands-on experience.

5. Create a Faculty Sandbox

It’s sort of the online version of the teachers’ lounge. Create a 24x7 open Elluminate *Live!* session that faculty can drop into at any time to share lesson plans, learning experiences, collaborate on any topic. And since they are using Elluminate, they’ll become more proficient. Encourage them to create their own virtual offices as well, so they begin using Elluminate *Live!* more often. It’s a great way to increase the use of your available seats.

6. Maintain Ongoing Awareness

Make use of available discussion forums and blogs, or start new ones. Publish articles about Elluminate *Live!* in your organization’s online or print newsletter. Provide an opportunity to conduct “best practices” sessions and showcase specific applications of Elluminate *Live!* Publish information about ongoing Elluminate webinars and promote attendance. To check out upcoming webinars and access the available recorded sessions, visit www.illuminate.com/demos_events_landing.jsp.

7. Join the Elluminati and subscribe to the Elluminate Newsline

The Elluminati user community provides a forum in which you can share best practices, network with other users across the global, create content, and much more. Participate in our live monthly sessions, regional user conferences, or popular national user conference. Learn more about the community from <http://www.illuminate.com/community/>.

8. Build a Groundswell with Students

Expose as many students as possible to Elluminate *Live!* to create interest and excitement. As a result, they’ll suggest (or even demand) that their instructors start using the virtual classroom. For example, host student orientations using Elluminate *Live!* or create open collaboration sessions students can use for their team projects or study groups.

9. Leverage Professional Development Days

Incorporate Elluminate *Live!* into your professional development days. Provide faculty and staff with professional development credits. Invite your Elluminate Customer Advocate to host a best practices training session or a tips and tricks session to help attendees fine-tune their virtual classroom skills with using Elluminate. It's also a great time to introduce a new version of Elluminate *Live!*

10. Strengthen Executive Support

Support at the executive level is critical to the implementation of Elluminate technology. Create a presentation about how using live collaboration environments can create value to your organization with:

- Increased retention and completion rates
- Rapid return on investment
- Decreased travel costs and increase productivity

Create business cases to help grow the use of Elluminate *Live!* in other areas of the organization. For example:

- Many organizations have internal travel departments. By using Elluminate, you can save money and time for busy administrators and faculty.
- Many organizations find that videoconferencing is an effective interview tool, particularly for initial screening interviews. Encourage users to host interviews through Elluminate. It's a great way to show potential employees the power of web conferencing.

What's Next?

- Do you have any tips for promoting Elluminate? [Contact us now.](#)
- Elluminate Newline is the ePublication exclusively for educators. [Subscribe today.](#)
- Not yet an Elluminate customer? Get your [FREE 30-day trial.](#)

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