

Boost your e-learning with ClickMeeting

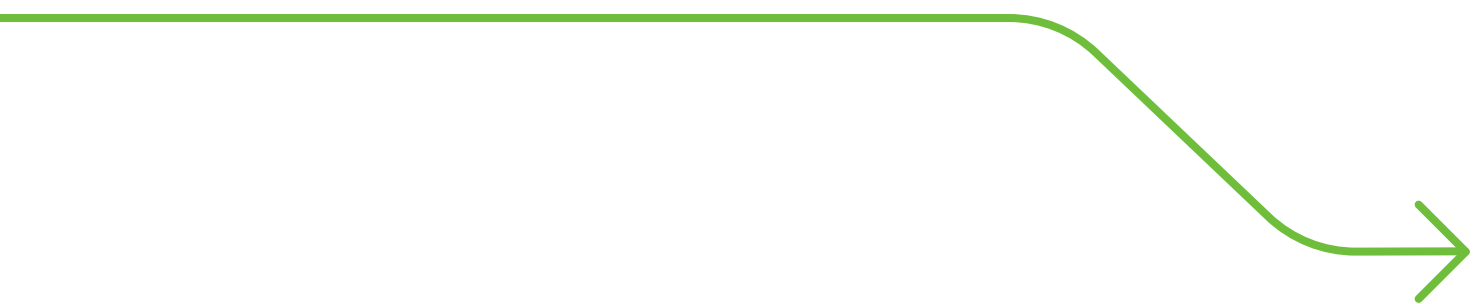


A guide for language schools and training companies




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Transfer knowledge to more learners!



Thanks to e-learning and blended learning, access to knowledge has become easier than ever. Both independent experts - such as tutors, consultants or language teachers - and larger schools and training companies are benefiting from it. In this guide, we will take a look at the latter group.

If you want to grow your knowledge transfer business and, for example:

- Manage a language school that employs other teachers
- Run a training company that employs multiple experts
- Provide online courses in an automated format
- Take care of the promotion of your business with webinar marketing

You are in a good place! And no worries: with ClickMeeting, building a business leveraging the potential of e-learning will be really easy. Read on to find out how to develop your training company or language school based on the capabilities of our platform. Advanced technical knowledge or installation of additional software will not be necessary!

Master the basics of e-learning!

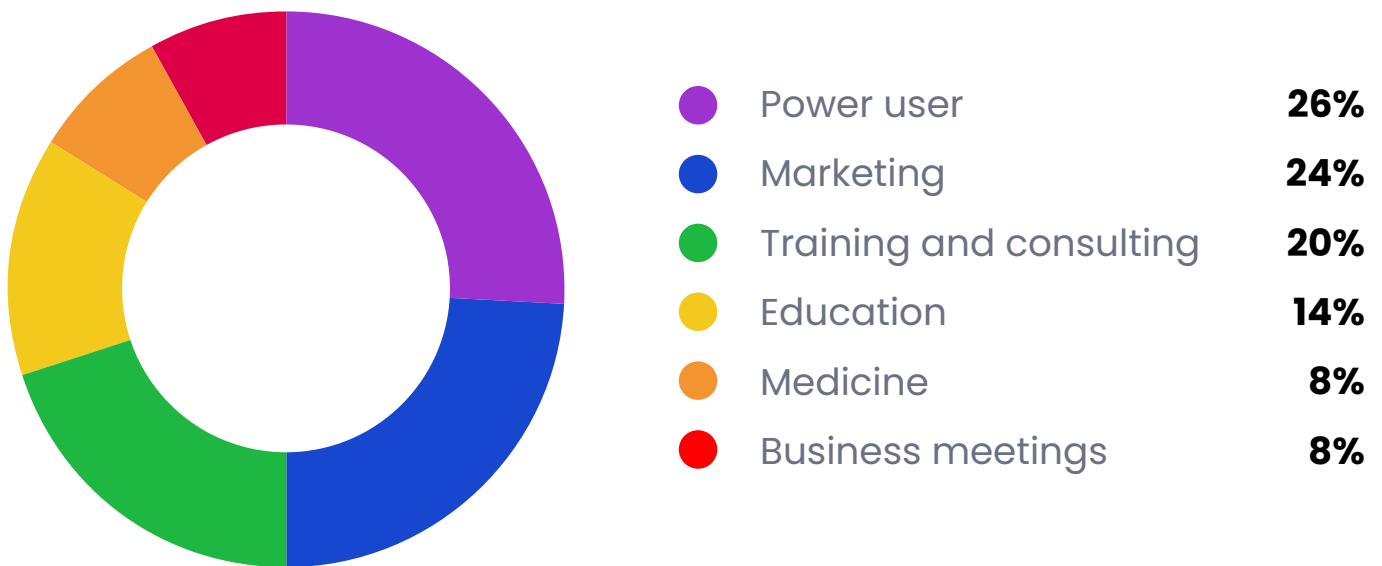
If you want to learn how to get started creating online lessons in the easiest way, we invite you to read your comprehensive guide to e-learning. Instead, this tutorial will focus on how to set up your ClickMeeting account to support the operations of a larger training company or school.



From one to thousands of learners



Sharing knowledge is a great business idea. Our customers are well aware of this as well. **According to our latest State of Online Events report, one in five events on ClickMeeting is created by companies involved in various types of training.** On the other hand, educational institutions of various types - from large universities to language schools - are responsible for another 14% of webinars and meetings. There is no shortage of representatives of this industry among power users either, i.e. users who create different types and formats of events.



What sets language schools and training companies apart? First of all, the very high intensity of platform usage. The average educator created 328 events with 2175 attendees during the year.

But the leaders operate on an even larger scale. A language school specializing in learning Oriental languages created 6619 events during the year (that's 130 events per week) and attracted 23,831 attendees in lessons that lasted an average of 86 minutes.

2175**attendees**were gathered
by the educator**328****events**organized on average
by an educator

Of course, these results are generated by a staff of people, such as several teachers teaching online classes simultaneously. Your task is to create optimal conditions for them to work – at the same time you will also provide very easy access to events and content for your students.

The idea to implement online training came before the start of the pandemic. In January 2019, we implemented the first online training. We wanted to become the forerunners of online training, especially for public institutions. However, we assumed that it would be a longer process. At the time, not many companies were implementing training in this form, but above all, not many lecturers and customers were enthusiastic about it.

**Katarzyna Bielecka**

owner of Verte Training Center

How to organize several events at the same time?



If you're working alone, you'll have to accept this fact: you won't split yourself in two (although we have a way to do that, which I'll talk about in more detail in a moment). But if you're teaming up with more people, such as lecturers at your language school or trainers running courses at your company, the possibilities definitely increase. Of course, the needs also grow.


In such a scenario, the ability to organize several events at the same time will certainly come in handy. And you can do this via ClickMeeting!

Let me tell you more: you can achieve this goal in two different ways. Keep reading to see how it works!

More than one event? It's possible!

Creating webinars and meetings on ClickMeeting is really easy, you certainly know that.

But if you want to create several events to be held at the same time, you will run into a problem:

 **This event collides with another and cannot take place!** You already have another event scheduled at the same time. If you want it to take place, change the date or **purchase the "Parallel events" add-on.**

English lesson 02

2024-04-30 02:30 PM UTC+2



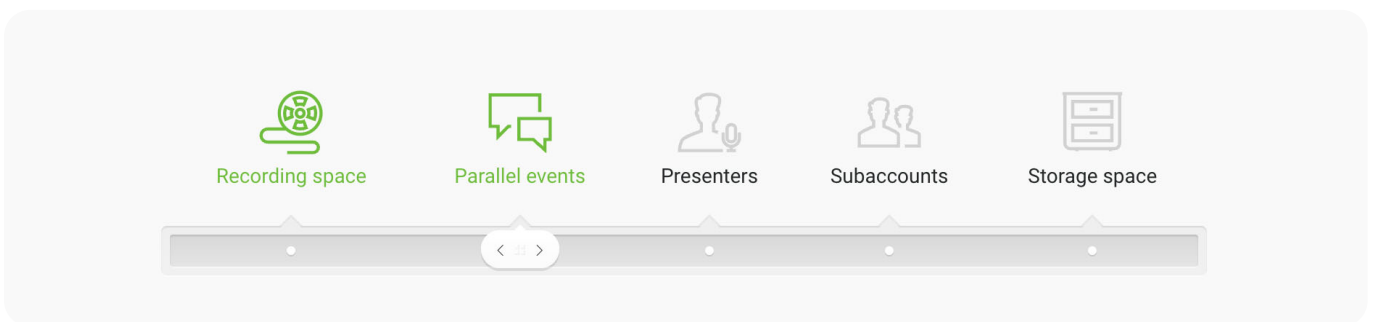
[Change settings](#)

Change the date and hour of your new event

In such a situation, the new event simply cannot take place.

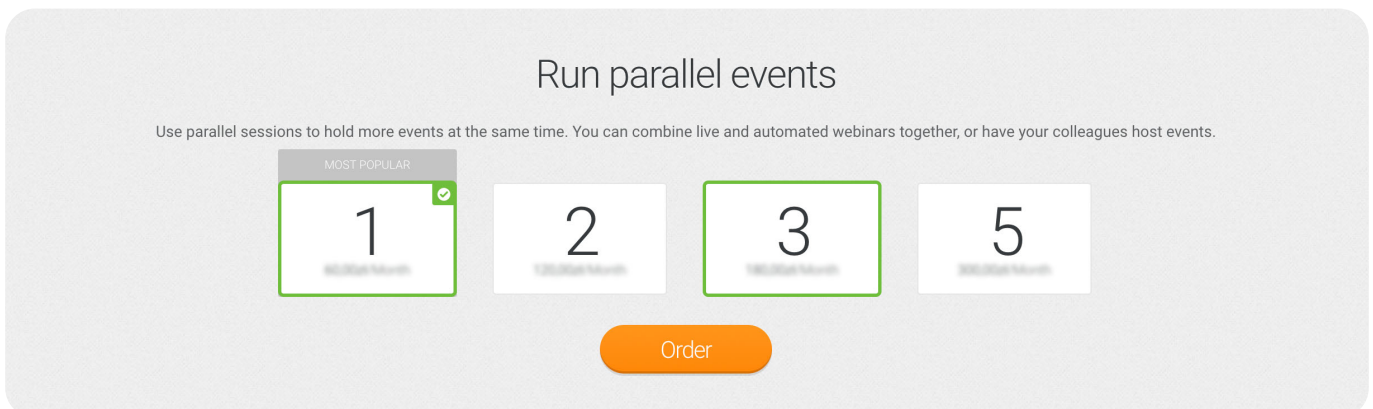
What can you do?

- **Reschedule the event:** you can, of course, move the webinar or meeting so that it does not conflict with previously created events. This is an easy solution, but it's certainly not ideal. After all, you have to give up something.
- **Use parallel sessions or sub-accounts:** a better solution would be to choose one of the two add-ons, which lets you create more events at the same time. Below I will show you how they differ.



What are parallel events?

Actually, not much explanation is needed here. As the name suggests, parallel events allow you to create more events at the same time. How many?



As you can see, you can buy up to 5 parallel sessions at a time, but there is nothing to prevent you from using this option several times. We have not provided a maximum limit for the events you can run simultaneously using this add-on.

Okay, parallel events bought. What's next? Now you can, of course, organize your webinars or meetings. In this respect, nothing changes – just specify when they should take place.

But who can host them? There are two options:

- **Your colleagues:** you get up to three multilogins within your account. That's how many people besides you can log in and run events. At no additional charge.
- **Automation:** if you use one of the Automated plans, you can also create automated webinars. The event, which can be based, for example, on a recording of a previous webinar or other video, will start automatically at the indicated time and will be available to your attendees. They don't even need to know that you are not live with

Get parallel events

Buy



When are parallel events a good choice?

Let's say you run a small training company where, in addition to you, three of your closest associates provide training. You don't need a separate file space, because you largely use the same documents, and besides, there are relatively few of them, and finding the right presentation or pdf file doesn't cause much trouble. You also do not have problems sharing an account, because the number of events taking place simultaneously is not large.

The scenario may also look different:

You are an expert running online courses. On the one hand, you organize practical workshops, which, of course, must be held live, and on the other hand, you hold theoretical lectures. You can make them available in the form of automated webinars. There's nothing stopping one group from familiarizing themselves with theory while you're providing practical classes for another group.

If this is an option for you, click on the button below to purchase the add-on and start creating parallel events!

What are the subaccounts based on?



What about a situation where you are collaborating with more people and/or want to give the other users more autonomy?

In that case, subaccounts are the solution.

Purchase subaccounts

Give your coworkers access to individual, full-featured ClickMeeting accounts. As the owner of the main account, you maintain full control over subaccounts and billing.

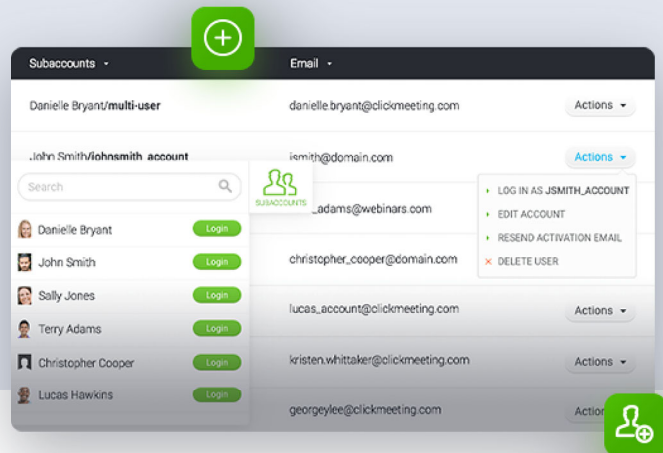
Account Type	Size	Price / Month (zł)
Live	25	49.00
	50	109.00
Automated	25	75.00
	50	135.00
Live	100	199.00
	200	309.00
Automated	100	239.00
	200	379.00
Live	500	429.00
	1000	749.00
Automated	500	549.00
	1000	879.00

Order

These are simply independent accounts that have their own space for files and recordings, separate settings and, of course, the ability to create events. At the same time, as the owner of the main account, you maintain full control over billing and expenses.

Get subaccounts

Buy



When are subaccounts the best choice?

A good example is a language school that employs multiple teachers and teaches multiple groups. Lecturers teach different languages and, therefore, use different materials. And there can really be a lot of these. In addition, the lecturers also run consultations in addition to standard classes and need more flexible access to their accounts. **With subaccounts you avoid chaos: each employee of your school personally manages events and their virtual room.** On the other hand, you keep control over it.

It can also look different:

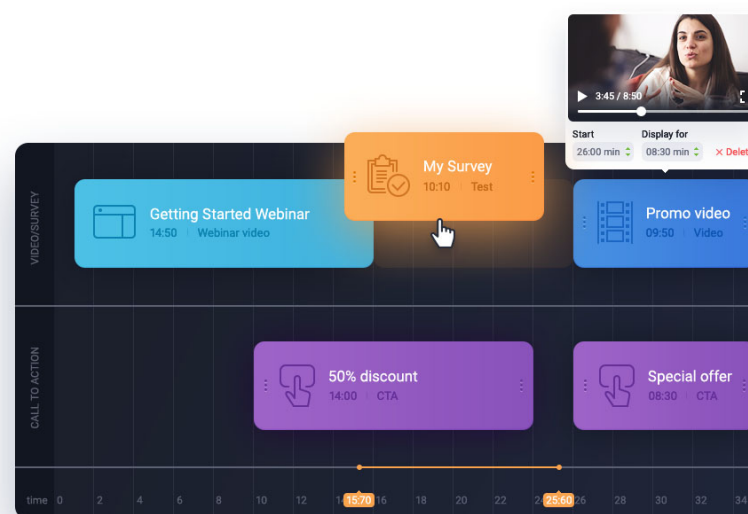
You independently run a company offering online courses. You want to provide your audience with the most personalized knowledge acquisition possible, so you provide most of your content in the form of on-demand and paid automated webinars. But in addition to that, you also offer live consultations. So it will be a great idea to use two accounts at the same time – the primary one

will be based on an Automated plan tailored to your expected room size, and the sub-account will be, for example, a smaller Live account, where you will primarily meet live with your clients.

What do you get with automation?

As you can see, automation allows you to operate on a larger scale and save time. If you choose one of the Automated plans, you really get a lot of new opportunities. First of all, you can create automated events.

- **On-demand webinars:** your participants can take part in them at any time and under any circumstances, such as listening to a lecture while walking or reviewing content while jogging. This is equally convenient for you as an organizer. **All you have to do is record the content once and then configure it accordingly.** At the same time, it doesn't mean that you have to lose contact with your audience. They will be able to leave messages (e.g. questions), which you will answer at any time.
- **Automated webinars:** In this case, too, the base is a pre-prepared recording. **However, the event will take place at a fixed time, and your audience does not even have to realize that they are not participating in a live webinar.** Of course, you don't have to be present during it, but - if you wish - you can log into the room to, for example, provide answers to questions that appear in the chat window.



However, automation doesn't end with the events themselves! It covers almost everything you need to do before and after the webinar to achieve your goals. With the right software, you'll save a lot of work and be able to focus on what's really important – running the event.

Here are the most important activities that you can easily automate:

- Sending messages with invitations and event reminders,
- Sending certificates of participation,
- Stream the event on social media,
- Publishing the event on your profile page,
- Start of event recording,
- Publishing the recording on YouTube,
- Thank you message,
- Follow-up message,
- Invitations to upcoming events,
- Acquiring leads through integration with other tools.

More capabilities for Live accounts with the add-on

ClickMeeting's pricing is very simple and transparent. You can decide the number of attendees for your events, but also whether you want to use automation. Now users of Live plans can reach some of the features already known from Automated plans thanks to an add-on!

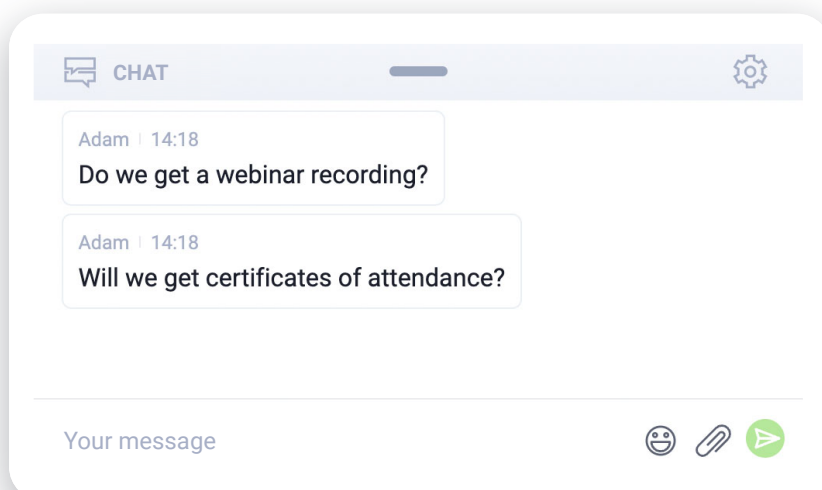
With the new add-on, you get access to three features that cater to the needs of your attendees and help you create even more engaging events. You can automatically send:

- Certificates of attendance.
- An event recording.
- A request to share feedback.

Automated dispatch of certificates and recordings

There are several fixed points of every event. And by no means are we talking about the welcome, presentation and farewell. At the vast majority of webinars, but also at many meetings, there are questions about recordings. Many people also expect a certificate of participation - a document that confirms that they took part in the event and thus acquired important and useful competencies.

This can look like the following:



ClickMeeting users who have chosen one of the Automated plans can answer both questions yes. All they have to do is use the "Automation" tab available when creating a new event. In addition, they also have the opportunity to include a request to share feedback in the thank you message.

From now on, this can also look similar if you have a Live account. Why take advantage of this opportunity? There are many reasons. First of all:

- **It's what your participants expect:** there's a reason why questions about recordings and certificates come up so often.
- **You increase your reach:** some people drop out of your events because the timing doesn't suit them. Thus, you lose contact with them, but also valuable data that you can use for marketing purposes, for example. Make sure your audience receives a recording of the webinar for each person registered. Problem solved!
- **You increase the prestige:** the certificate that everyone will receive after the event is a really important impact factor. Of course, participants can also share the document on their social media, for example, which will allow you to promote your business even more effectively.
- **You'll get feedback:** getting to know your audience's honest opinion is the cornerstone, without which you won't be able to grow and create better and better events. And using our add-on will allow you to ask for it in a simple and non-intrusive way.
- **You don't have to do anything:** importantly, everything happens automatically. All you have to do is select the appropriate options when

creating an event. The system will send emails to your attendees enriched with recordings, certificates and a request for feedback. Of course, you decide on your own whether you want to use all the options in a particular case.

Get the add-on

Get add-on

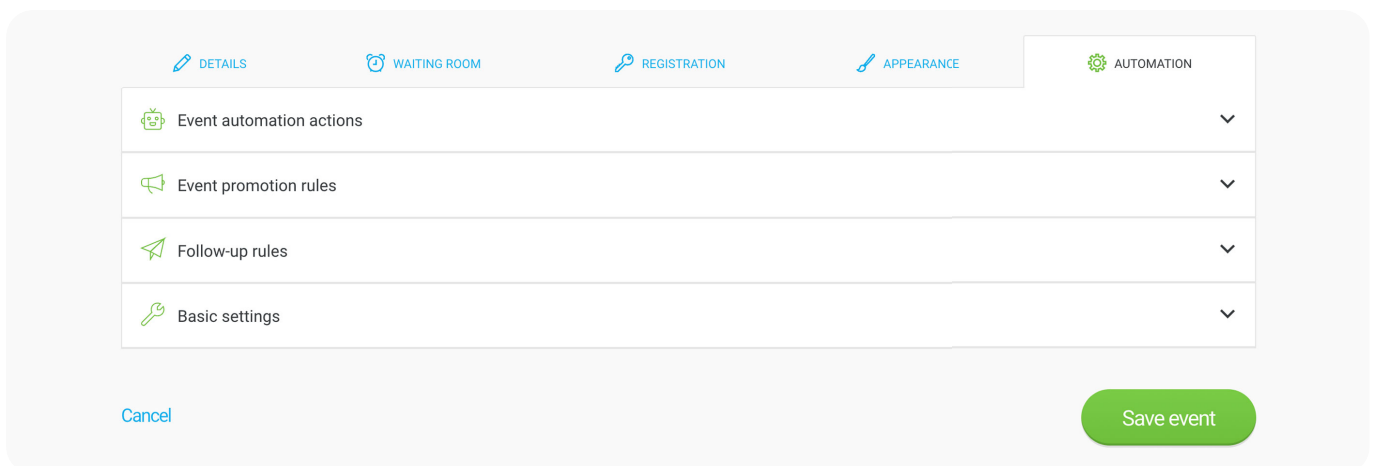


How to share recordings, certificates and ask for feedback?



Let's move on to practice. And let me warn you in advance: this section will not be too elaborate, because "arming" your event with the features that the participants themselves expect is really simple.

You'll find them in the "Automation" tab when creating a new event.



Then click on the "Follow-up actions" option and find the "Automated thank you message" section there.

Automatic thank-you email
Send a thank-you email to contacts who attended your event. Add files you want to share.

Add a custom message:

Add a link to my profile page [Profile page preview](#)

Add a certificate for your attendees [Certificate preview](#)

Add an event recording

Add a feedback button

Add files from file library:

[+ Add more files](#)

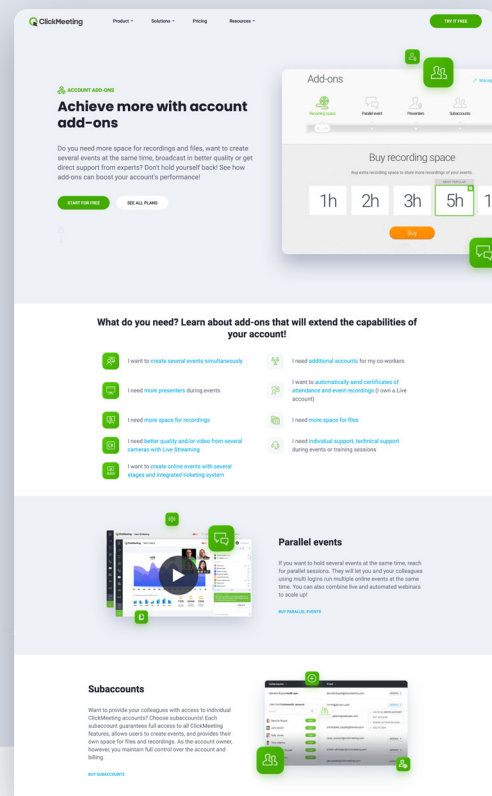
You need to enable this feature. Next, you can enter a custom message that will be sent to attendees, as well as specify what extras you want to include in it.

Note that you will only be able to send certificates if your event has registration enabled.



Want to learn more about add-ons?

We have prepared a page for you where you can read about all **ClickMeeting add-ons**. With them you will instantly increase the capabilities of your account: buy more space for recordings or files, get personalized support, get high quality with livestreaming, gain the ability to create several events simultaneously or organize a large conference with ClickConference. You can also purchase add-ons directly in your account panel!



More space for files and recordings

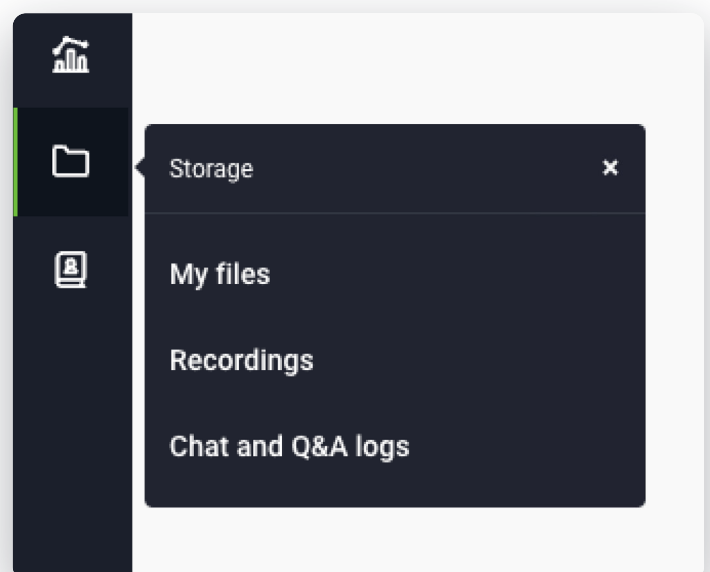


As your language school or training company grows, there will be definitely more classes, students and tutors. This also means that you are going to use and create definitely more content. Of course, you need to make sure that you will have enough space for them.

You'll find all the files you'll need for your lessons (e.g. presentations, videos or additional materials) in the appropriate tab in the menu on the left.

As you can see, there are also recordings of your events. Note

that there are two different limits within your ClickMeeting account (and your colleagues' accounts).



- For Live accounts, you can save up to 6 hours of recordings and 1 GB of files.
- The basic limit for Automated accounts is 10 hours of recordings and 2 GB of file space.

But there's nothing stopping you from increasing these capabilities, and thus

saving more files and recordings within your ClickMeeting account. To do this, too, just use the add-ons.

Recording space Parallel events Presenters Subaccounts Storage space

Buy recording space

Save more event recordings to your account so you can create automated and on-demand webinars and share with your audience.

1h 2h 3h 5h 10h

Order

As you can see, you can buy from 1 hour to 10 hours of recording space. If you need more time, you may make several purchases so that you can customize your available recording space.

Purchase additional space for recordings

Buy

This looks exactly the same for file space:

Recording space Parallel events Presenters Subaccounts **Storage space**

Purchase file storage

Get more space for your presentations, images or PDFs. Save what you need for later and keep access to your materials directly from your account panel.

128MB

7,000k/month

512MB

28,000k/month

1024MB

56,000k/month

[Order](#)

You will be charged **117.000**

Including VAT 117.000

The amount has been recalculated according to your current billing period. Then, the add-on will renew automatically.

You can buy between 128 MB and 1024 MB of memory at a time, which will allow you to upload even more content to the system, such as pdf or video files.

Purchase additional file space

Buy

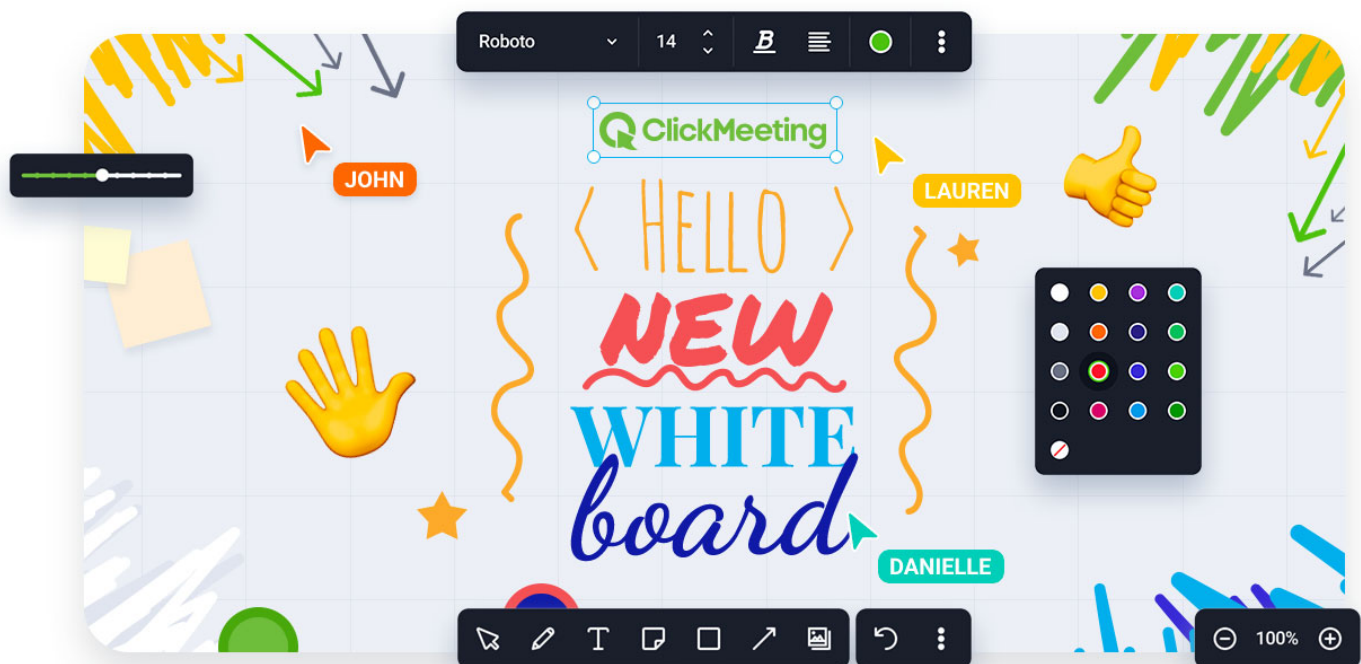
Size	Type	
2.28 MB	JPEG	↓ ×

Unlimited number of whiteboards



It's hard to imagine a lesson at school, but also classes held in training companies, without a whiteboard. In the standard "off line" reality, using them poses a problem: at some point there is simply not enough space, which means some valuable information has to be wiped away. Of course, saving the work status itself is also a big concern - listeners have to either take notes or photos on their own.

The situation is different with online classes on ClickMeeting.



There is an unlimited virtual space at your service, which you can complete with a variety of tools - pencil, marker, eraser, text boxes, cards, arrows, shapes or your own image files.

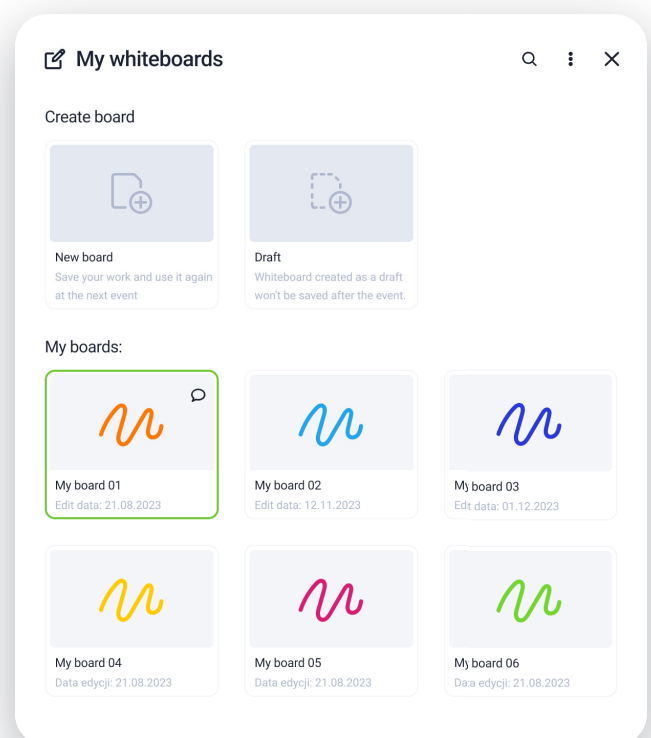
And what about when you're done with the lesson? You can save your whiteboards in the whiteboard library. You will find virtual whiteboards created in the past in one place. Here you can duplicate them, load them during subsequent webinars and meetings to continue your work, and export and share them with your attendees.

How does the whiteboard library work?

You can manage your virtual whiteboards just like files. When you turn on whiteboard mode, you'll get the option to select one of the whiteboards you've saved in the past or create a brand new unlimited editing space. You and other presenters can access them at future events.

The whiteboard library allows you to:

- Quickly load and edit boards created in the past.
- Manage boards by renaming, duplicating, deleting and sorting.
- Viewing boards and exporting them easily.



As you can see, you can save up to three whiteboards in the library within your account (of course, there is no limit to the total number of whiteboards you can create and work on them with your audience). But what if you want to save more boards in the library?

All you have to do is **purchase unlimited whiteboards**. With this add-on, you can share knowledge on a truly huge scale.

Even more opportunities with LMS



LMS (learning management system) is software that supports the process of remote learning. It takes various forms. Most often, an LMS platform provides instructors and users with:

- Easy access to online courses,
- Registration for courses,
- Distribution of training materials,
- Tracking students' progress,
- Direct delivery of various types of classes,
- Monitoring results,
- Efficient workflow.

Of course, LMS systems are a very broad category of tools. Most often, an LMS platform is a comprehensive software solution that aggregates the various IT solutions necessary for engaging knowledge sharing and learning.

Moodle (Modular Object-Oriented Dynamic Learning Environment) is one of the most popular learning management systems, which allows you to prepare an e-learning platform tailored to the needs of a specific entity. Therefore, it is a good choice both for beginners who want to create a basic system to streamline the course and for large units that choose to prepare an extensive remote learning environment based on Moodle.

Integrating Moodle with ClickMeeting provides a far better experience.

At the same time, it does not require major technical skills. How much can you achieve with it? An excellent example of an advanced implementation is the Gdansk University of Technology's e-Learning platform, leveraging the power of both tools.

Liderzy e-learningu: Politechnika Gdańska

Gdansk University of Technology currently has over 15,000 students and nearly 1,400 academics divided into eight faculties, two doctoral schools, four teaching centers, modern research centers, and units related to ensuring the development and maintenance of the University's technological infrastructure (e.g., IT Services Centre). The Gdańsk University of Technology is also one of the 10 Polish universities listed in the most prestigious ranking of global universities, ARWU (Shanghai ranking). In the last edition, it was placed in the ninth hundred of the list.

The history of e-learning at the Gdańsk University of Technology dates back to 1995. The first university-wide platform based on Moodle was created in 2013 and was integrated with the university systems right away.



Dr Anita Dąbrowicz-Tlałka
PhD, Gdańsk Tech Professor

One of the most important goals that LMS integration helps achieve is definitely **more efficient and easier work**. Students, on the other hand, gain access to a complete platform that supports knowledge acquisition from a wide variety of devices, including smartphones.

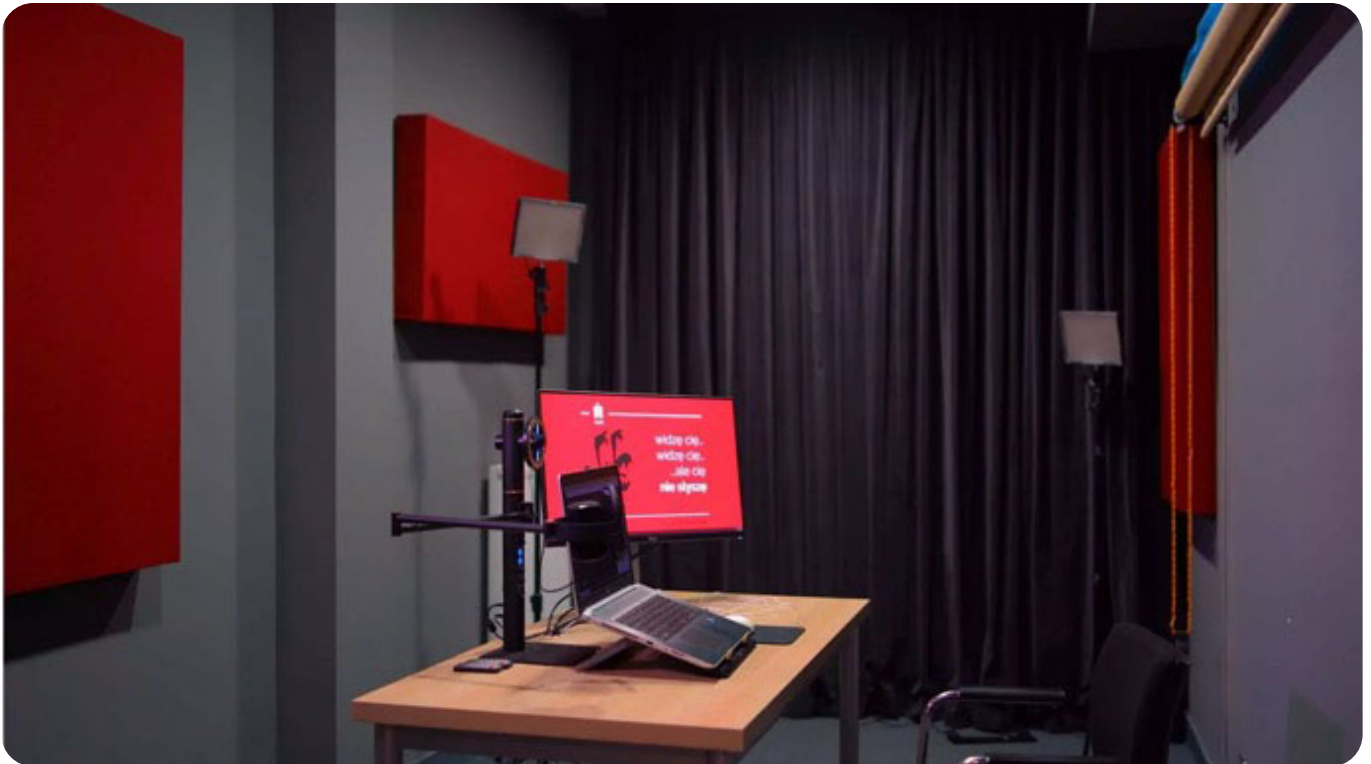
The purpose of integrating ClickMeeting with Gdansk Tech Moodle-based eLearning platform was to provide academics with a tool that allows them to easily organize online meetings and is integrated with the University's systems. We also work together on preparing conferences and other events related to remote learning.

Mikolaj Grochowski, M.Sc.

See how the best do it. AGH University of Science and Technology in Krakow

Earlier, we mentioned that starting an e-learning adventure is really easy. The equipment you certainly have in your home office is perfectly enough.

But what about larger units? If, for example, you manage a training company or a university that implements a lot of online courses, you might think about preparing special e-learning rooms. This will give you the highest quality and provide your students with the best experience.



In the picture above, you see one of the two webinar studios of the e-Learning Center of the AGH University of Science and Technology in Krakow. This important facility uses ClickMeeting on a daily basis. The room is equipped with, among other things:

- A professional audio-video system
- lighting lamps
- background changing system
- cameras with high-class lenses and optical zoom
- multibeam microphones with a noise reduction system
- sound-absorbing curtains and acoustic absorbers
- a tablet allowing direct input of content.

Another tool you'll find useful if you're operating on a larger scale is a

learning management system (LMS). The University of Science and Technology also uses a solution based on the Moodle platform.



The AGH University of Science and Technology in Krakow is one of the best Polish technical universities appreciated in the prestigious Shanghai Ranking (Academic Ranking of World Universities) and The Center for World University Rankings.

The Center for e-Learning at the Stanislaw Staszic University of Science and Technology has been responsible for the development of remote education at the University since 1996. One of the tools it uses is ClickMeeting.

A few years ago, we began to implement tools for synchronous communication. One of the solutions we implemented for this purpose is the ClickMeeting platform. We have been using it since 2016.

Anna Wrona

methodologist at the AGH UST Centre of e-Learning

What does effective remote learning look like? First of all, it does not have to involve fewer opportunities than standard classes held at the university's premises. The key to success is the right tools, proven procedures and a system that allows all learning activities to be transferred to the virtual space.

A lecture in ClickMeeting is no different than the one I give at the university. All you have to do is define the parameters of the meeting and invite students. In addition, the platform gives many opportunities to conduct engaging classes.



Piotr Chyła

PhD, lecturer at AGH



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