

Teaching Live Online

WHAT YOU NEED & HOW TO CHOOSE YOUR PLATFORM

What you need to teach live online:



Live Meeting Service

To offer a live lesson, you'll need, first, a live meeting service. This gives you a way to provide attendees with a link and a spot on the internet to convene.



External Microphone

You'll need a microphone external to your computer. Your computer's built-in microphone is not going to give you the quality of sound you can get with a modest investment in a microphone like the [Blue Yeti USB microphone](#).



Headset or Earbuds

If your students or guests are going to speak at the live event, you'll need a [USB headset](#) or earbuds to take the place of your computer speakers. This stops the speaker's sound from being picked up through the microphone—eliminating echoes.



Webcam

If you want to show yourself on camera during the event, you'll need a webcam—and you might need extra lighting. The [Logitech C920](#) has great video quality.



Screen Capture Recording Software

Most live event tools have recording capability, but you might want to also record the session yourself with screen capture software. I do this when I want higher quality sound and video [Camtasia](#) and [Screenflow](#) are the best tools for this work.

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How to choose an online teaching platform:

Cost

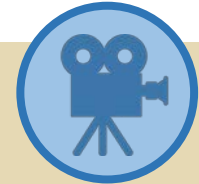


A primary consideration you'll use when choosing your meeting platform is cost. Cost will vary across platforms and is impacted by the number of meeting attendees the service enables and the kinds of features I detail below.



Number of Attendees

This is a big driver of that first consideration: cost. How many students do you anticipate having at meetings? If you want your service to do double duty for larger marketing events, take into account the cost tradeoffs at the different levels.



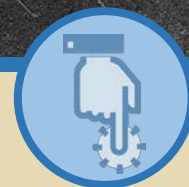
Recording Capabilities

Recording capabilities and processes vary across providers. You are likely find two kinds of built-in recording capabilities. A **local recording** will save to your computer. You then upload it to your own video hosting and share with students. A **cloud recording** will be saved by your service provider online. Quite often you then receive a link for sharing that video. You can also **make your own local screen capture recording**.



Ease of Use

Consider ease of use from the both your point of view as a host and the point of view of your attendees. Consider things like whether a download of software is required for each attendee. What kinds of devices can they attend from? Can you (or must you) embed the webinar on your own site? How easy is it to share slides or your screen?



Interactive Features

What kind of interactive features does the service you're looking at provide? And what features do you need? Do you need the ability for attendees to chat with each other via typing (and to see who is present)? Do you want your attendees to easily join in with their own microphones and even screen- or webcam-sharing? What about the ability to run polls and provide handouts?



Email Capabilities

Do you need to communicate details (attending link, time, reminders) of the live event with your registrants via email? How does your platform handle this? Does it include a sign-up and auto email feature or will you simply email students yourself with one shared link?



Analytics and Tracking

Finally, consider the analytics and attendee tracking needs you have. How does each of the platforms you're considering handle attendee tracking? What kinds of analytics do they provide about in-meeting participation? Can your own mailing list can be automatically updated with those who actually attend?

[See the full blog post for more details.](#)