



## Reach More Trainees: Web Conferencing Training Trends in Australia and New Zealand

Organisations large and small are beginning to take a closer look at online training using Web conferencing, and usage of Web conferencing is growing globally. Regional data, however, is not consistently available.

This research brief explores the values and intentions of trainers located in Australia and New Zealand in relation to Web conferencing. Conducted by 1080 Group on behalf of Citrix® GoToMeeting® Corporate, the short online survey gathered 148 responses in June and July 2008.

Respondents were asked about their training experience, both overall, and with using Web conferencing for training. 62% of the survey respondents had more than ten years' training experience. Another 20% had five to ten years' experience. 55% of total respondents have never used Web conferencing for training, which might suggest a strong opportunity both for personal growth and organisational efficiency.

Key findings of the survey indicate that the single greatest driver of the use of Web conferencing for Australia and New Zealand trainers is to "reach people we would not otherwise reach." Understandably, the top reason cited for what would inhibit the use of Web conferencing for training is that the "training content doesn't display on a computer."

Somewhat surprisingly, 1080 Group concludes that while the cost of travel is an influence in moving training online, more value-driven business drivers are influencing trainers in Australia and New Zealand to move their training online.

### Respondents universally expect to increase the use of Web conferencing for live training – and decrease live, in-person training – in the next year

Survey respondents were asked to compare how their organisations deliver training today versus one year from now. Overall, training using live, in-person delivery is expected to decrease from 84% today to 66% in this period. Further, while only 6.7% were currently using Web (and audio) conferencing for training today, 19% indicated that they would be one year from now, a stunning 283% increase.

Interestingly, while all trainers noted a decrease in the use of live, in-person training as part of the over mix, the experienced trainers were the least likely to expect their organisations to move their training online.

### Connecting people – both attendees and remote subject matter experts – presents the greatest business value

Survey participants were given a choice of options and asked to rank what influences them the most in moving training online. Of the six options presented, the clear business driver is “to reach people we would not otherwise reach.”

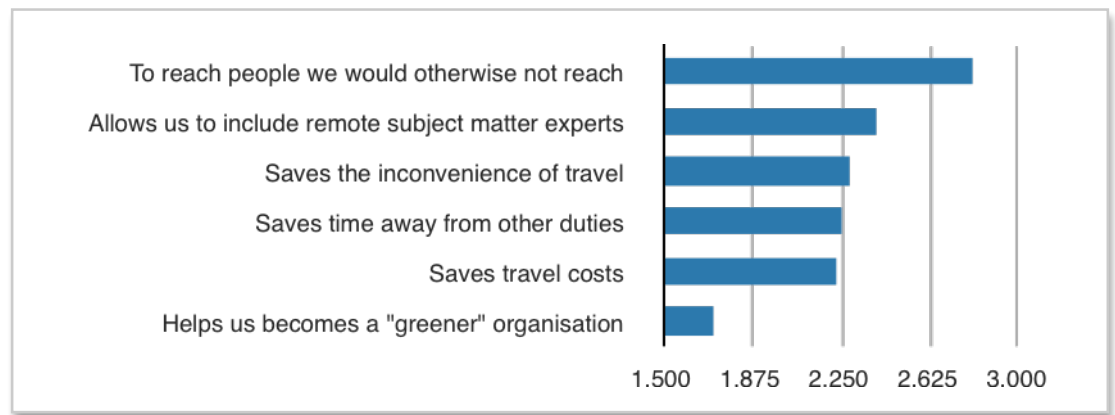


Figure 1 – What Influences AU/NZ Trainers to Move Training Online?

The second most popular choice was “allow us to include remote subject matter experts.” Because presenters and trainers can participate, at a distance, from their own computer, clearly the theme of ‘reach’ extends to all training session participants, not just the trainees. Surprisingly, travel costs ranked fifth out of the six choices of influencers, and while a separate survey question did show that rising travel costs are becoming more of a concern, delivering business value still ranks supreme.

### Bottom line: changing times call for changing tactics

The results of this survey suggest that a rapid evolution in training delivery is about to occur in Australia and New Zealand. Viewing this through the lens of common technology maturity cycle analysis would suggest that the early adopters have paved the way, demonstrating value in using Web conferencing as one method for effectively connecting more people across distances, subject matter experts and learners alike. And a lot more trainers are catching on.



### About 1080 Group

1080 Group provides performance improvement solutions for companies using web seminars (AKA webinars, webcasts). Our team of experts demonstrates a collective experience that includes hundreds of clients, thousands of web seminars, and more than a million web seminar attendees. Through this expertise, 1080 Group created the industry's first independent curriculum. We teach marketers and trainers how to design, promote, and produce innovative web seminar programs that position them as thought leaders.

### About Citrix Online

Citrix Online, a division of Citrix Systems, Inc., is a leading provider of easy-to-use, on-demand applications for Web conferencing and collaboration. Its award-winning services include GoToMeeting Corporate, a complete collaboration solution that satisfies all Web conferencing needs ranging from large Webinars to small online meetings. With GoToMeeting Corporate, organizations of any size can use GoToWebinar for do-it-yourself Web events and GoToMeeting for smaller, more interactive online meetings. GoToMeeting Corporate allows users to easily present, demonstrate and provide training online to anyone, anywhere in the world. GoToMeeting Corporate can make businesses of any size more productive by reducing travel time and costs and enhancing communication, ultimately leading to faster decision making and more efficient workers. To learn more about GoToMeeting Corporate, please visit [www.gotomeeting.com/corp](http://www.gotomeeting.com/corp).

