

## ***How to Buy*** **E-and Classroom Courses**

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For a copy of the slides, visit:  
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### **In this Session**

- “Test Your Consumer Knowledge”
- 6 practical tips
- How to buy at this event

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### **Notes**

- This session is intended for consumers. That’s why it’s called *How to Buy*. Although vendors are welcome, please note that consumers are the core audience for this presentation.
- Product and vendor names are provided for example purposes only. They should not be considered an endorsement.

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### One

Which of the following are units of purchase for classroom courses:

- Per seat
- Per day
- Per license
- Per diem

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### Two

Which of the following are units of purchase for *synchronous* e-courses:

- Per seat
- Per day
- Per series
- Per license

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### Three

Which of the following are units of purchase for *asynchronous* e-courses:

- Per seat
- Per learner
- Per day
- Per license

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## Four

If you have 10,000 employees and are thinking about purchasing licenses to use a 100-course e-training library, for how many of these should you initially purchase?

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## Five

True/False

If you send someone to a training course, you can have them give the course later to the rest of the people in your organization.

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## 1. Know What You're Buying

- Classroom
- Synchronous e-learning
- Asynchronous e-learning

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## 2. Determine Your Needs

- Conduct a mini needs assessment
- Identify:
  - The objectives that the course must fulfill
  - Unique industry and organizational issues affecting the content, such as terminology and regulations
  - Formats that you prefer, in ranked order
  - Unique administration issues

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## 3. Identify Candidate Courses

- Get catalogs from providers
  - Net search
  - Advertising in trade publications
  - Trade shows
  - Word of mouth
  - Directories of service providers

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## 4. Purchase Classroom Courses Knowledgeably

- a. To assess a course:
  - Description
  - Objectives
  - Agenda
  - Copy of materials
  - Match against yours
- b. Rate each potential course for its match

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- If possible, sample the course by attending a public class (you or your representatives)
  - Conference
  - Professional association
  - Privately scheduled class
- Contact likely candidates

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- Learn Pricing Mechanisms**
- Taught
    - Per head
    - Per instructor
  - License:
    - Period of time
    - Two or three people attend public class
    - Master copy of materials
    - Right to use for a period of time
    - Priced as a function of private class

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- Check on Customizing**
- In-house only
  - Identify specifically what would need to be customized
  - Payment varies by benefit to the provider

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## 5. Purchase Live Virtual Classes Knowledgeably

- Follow same general process as classroom courses
- Consider these unique issues:
  - Number and length of sessions
  - Backup if link fails

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### Also

- Learn pricing mechanisms:
  - Per head/session
  - Per instructor/session
- Explore customizing options

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## 6. Purchase Asynchronous E-Courses Knowledgeably

- Follow same general process as classroom courses
- Consider these unique issues:
  - Tailoring
  - Technical support
  - Learner support
  - Completions
  - Administration and record keeping
  - Links to LMSs (yours and theirs)

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## Sample Courses

- Check out samples on websites
- Ask for access
- Take a trial subscription

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## Also Consider

- Learn pricing mechanisms:
  - Per learner per course
  - Per learner per selection of courses during a time period
  - Per site license
- Explore customizing options
- Explore support options
  - Hosted
  - On your systems

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## Last Consider

How you intend to market these internally

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## How to Buy Here

- Visit vendors
- Check demos of e-courses
- Listen to speakers who teach public courses of interest
- Check out Live and Online

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## Take-Aways



Name at least 2 things you learned here that you can apply in your work.

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