

ET 650 Course Project Proposal

Macromedia Breeze Demonstration

Purpose

The purpose of our demonstration is to

- Explain and show use of the online conferencing tool Breeze Live and Breeze Training.
(https://service.breezecentral.com/cfusion/bots/purchase/index.cfm?promoid=fma_homepage_brzconf_091004)
- Compare this tool with several (2-3) of the other leading online conferencing and e-learning tools
- Exhibit the capabilities by interacting with participants at several locations as part of the demonstration
- Show both the online conferencing and the testing and lesson branching capabilities
- Demonstrate how this and other tools can be used to develop collaborative distance learning opportunities

This technology is important because it allows

- Anytime and anywhere learning
- Experts to teach and present information to remote audiences
- Participants to interact, ask questions or collaborate with teachers, subject matter experts and other learners
- Learners to access presentations and lessons saved online
- Individualized and personalized learning—learners can be tested and progress in sequence, move to advanced topics if appropriate or repeat topics they have not mastered

Title

It's a Breeze--Anytime and Anywhere Learning with Macromedia Breeze

Presenters

Susan Connell
Gerald Marino

Main Idea

Web conferencing software is a growing component of distance learning programs and Macromedia Breeze is gaining popularity as an easy to use, powerful and flexible web conferring program.

Many groups, including educational institutions, businesses, and military audiences, employ this type of tool as part of their distance learning infrastructure. It's an inexpensive video conferencing and remote interaction tool that can be used over networks and transmitted via internet protocol (IP). Breeze utilizes inexpensive equipment like a web cam, headphone and a microphone to transmit real time conferencing and collaborative learning. It reaches anyone with an Internet connection and is easily compatible with users regardless of computer platform in use.

Many training programs can use Breeze or a similar conferencing program because the expense can be spread across the enterprise. These programs are also used by other departments like sales, HR, and investor relations. Overall uses include general information broadcast and distribution, learning and training, project brainstorming and collaborative work groups.

The demonstration will

- Give guidelines on how to effectively use this technology and integrate it into distance learning programs
- Show when and where it can be effective
- Demonstrate best practices for online conference use in an education setting
- Show the use of the conferencing and learning components
- Discuss the benefits and cost across user groups

Objectives

In the process of viewing this demonstration participants will

- Observe how Breeze and other web conferencing tools work
- Interact with a web conferencing and learning tool
- Learn best practices for online conferencing tools
- Compare the features of Breeze with other similar programs
- Work through a return on investment analysis of the use of an online conferencing tool in their training program

Instructional Design

Participants will experience an overview of the Breeze Live conferencing and training tool. As a result they will

- See a demonstration of the procedures of conducting and participating in an online conference
- Learn the principles and barriers to effective online conferencing and training
- Receive a job aid with guidelines and principles of online conferencing use

- Receive a job aid to enable ROI calculation of online conferencing use in a training situation
- See a flow diagram of the procedure to set up and conduct an online conference
- Practice with the use of an online conference tool by interacting with presenters through questions and interactive chat

Format

The presentation will take place in the ET 650 classroom using the Internet connection and projecting the demonstration and conference on the screen. We will use the Breeze interface and invite participants into the meeting. We'll initiate a conference, show how participants are invited in, go through a brief presentation, show interaction, questions and a survey poll and store the presentation for later viewing. The class will be allowed to ask questions and will be expected to interact in the demonstration.