



GUIDE FOR CONTENT CREATORS

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CONTENTS

INTRODUCTION	3
BALANCING COSTS AND BENEFITS	4
TRAINING FOR EDUCATION'S APPROACH	5
HOW DOES THIS WORK FOR A SPEAKER/ORGANISATION?	7
COURSES	8
TYPES OF COURSES.....	11
MAKING ONLINE COURSES EASY	10
COURSES/BUNDLES.....	11
THE WEBSITE.....	9
PROMOTING YOU.....	8
THE PROCESS	12

INTRODUCTION

Training for Education is an online training platform for schools. It will contain a range of courses from a range of speakers and organisations. Schools can browse the site and purchase courses. They will always have access to the course; the site will become an invaluable training library.

This idea has grown from the existing Virtual SEND Conference. Several speakers have expressed a desire to use our previous equipment to record videos/training courses. They didn't have the knowledge, time or expertise to create, edit and produce the videos, manage the website and handle payments.

The idea started as Virtual SEND Training, similar to the conference. In this place, speakers could sell a series of videos on specific topics. It could be a series all about Dyslexia or supporting schools with SLCN.

The aim is to increase the accessibility of training for SEND, but one of the big problems is that leaders see SEND as something the SENCO takes care of. Leaders don't realise that they need to be involved in SEND. They don't realise that all teachers need training around SEND and that they as leaders need to lead on whole school changes to improve outcomes for pupils with SEND. It is a sad fact that by having SEND in the name of the website, the majority of leaders and teachers will dismiss the website or forward the information to the SENCO.

We have also realised that there is a lack of leadership training. Senior leaders require a brand new range of skills that they didn't need when they were in the classroom. There is a broader skillset of moving the school forward and managing the running of the school. There are also skills linked to leading a team and the challenges this brings.

Schools also need to support staff around the crucial concept of how pupils learn. They sometimes forget to focus on improving teaching. A leader may know that there is a weakness in their school, but where do they start?

We have extended the scope beyond SEND, to whole school training. Our initial focus is primary schools, early years and Special Needs as there is a lot of overlap in these areas. These are areas we are already working in. We will also look at secondary, post-16 and local authority level training in the future.

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BALANCING COSTS AND BENEFITS

We are at a challenging time for schools and CPD. There is limited time available and limited funding. It currently costs £500+ for a speaker or trainer to visit a school for a half day session. There are often offsite courses a single member can attend. These offsite courses for a single member of staff are cheaper, but with less overall benefit to the school, due to the reduced impact. Speakers and trainers are not making much money from delivering training sessions. A half-day session could turn into a day and a half due to the travelling required; this limits their income and comes with several associated costs.

Webinars have become more popular over the last few years. They are an easy way to share information to multiple people in multiple locations. There are now a number of people and organisations running FREE or inexpensive webinars that teachers can access.

Each of these options has pros and cons. The FREE or inexpensive webinars are often not recorded and only available at the set time, you are not able to watch it again. If you miss it, you do not get the video. Some of the free webinars are merely trying to sell products and services. The webinars focus on one issue and may not fit into what you are trying to do. They may not fit in with the way your school works or may require more knowledge before you can implement.

Having someone come into a school means they have access to the expert in their school, answering their questions. They are probably delivering a standard course they provide to lots of schools, or it may be something bespoke for that school. They may be in the school for half a day, which translates to around 90 to 120 minutes of training time. The most common setup is the speaker sharing their knowledge, followed by some discussion. There are more practical sessions, with more hands-on time or roleplay. The less practical the session, the more information is shared. Still, people have limited concentration, and the practical session can embed knowledge. At up to £750 for half a day training session led by an external speaker, this is quite expensive for the time. You often have to book extremely early to be able to book the more popular speakers at the start of a term. You cannot repeat the training for new staff or for people who weren't available on that day. Schools are limited on the number of training days available, and there is often other legally required training that is delivered on INSET days.

TRAINING FOR EDUCATION'S APPROACH

A better way to deliver more effective training to schools, with lots of benefits for everyone. Once a school purchases a course, the school own the course and can watch the content at any time. The school can build an extensive library of training for staff, future staff can access the same training as current staff.

Training for middle or senior leaders can be accessed by anyone aspiring to be a leader within the school, helping plan for the future.

The courses will be more cost-effective than someone visiting your school. £100 for 90 minutes of content, with additional handouts and possibly activities. Compared to £500+ for someone visiting your school. It is also more effective than sending one person on a training course. All staff can access the same training, increasing effectiveness as the understanding and use is more consistent.

Each course will be curated, with an overall aim, working towards an intended outcome. The creator may start by introducing the topic and move on to looking at different aspects, becoming more in-depth. They may deliver the content in an appropriate way for teachers, teaching assistants, leaders and other support staff. Teachers can learn at a rate that suits them. They can access the series of videos over a few days, few weeks or a term.

Schools can use the courses for whole school training. Staff can watch some of the videos introducing them to the topic, then carry out an activity as a school, then watch other videos helping find answers.

With content from Training for Education, there are fewer limitations around training. Schools are not limited to INSET days for training. Schools can use the videos during after school training sessions, or they can give staff the option of watching the videos at home. When will people take in more information? Staff may gain more knowledge if they are allowed to watch the videos at a time that suits them.

Schools can contact the speaker for more support or guidance. They can also arrange a follow up in-person session. By using Training for Education, staff don't have to spend time finding and preparing training or creating the resources to deliver in-house training. More affordable training means you can reduce teacher workload. Let's stop teachers around the country recreating the wheel every week. Courses may contain appropriate handouts and links to supporting information or guidance that can be downloaded and used again and again.

Schools can train more staff in more areas, more effectively. There are so many topics where teachers need support and guidance with, but schools have limited time and money. Most in-person courses are half a day or a full day. It is not financially viable for trainers to do weekly sessions over six weeks, due to the time spent travelling and the associated costs. They will squeeze all the training into a single day. Having a full day session or two sessions on different topics, one after the other is often not an effective way of learning. Using in-person training, schools don't have enough time to

train everyone on all the things they need. Instead, some schools send staff on courses or to conferences. This person then becomes the lead in this area. It adds to their workload. Their time, availability and understanding of the topic limit the effectiveness.

Training for Education has an international reach. This means you can target schools in countries around the world. It means international schools using approaches from the UK are better supported.

HOW DOES THIS WORK FOR A SPEAKER/ORGANISATION?

A speaker/organisation creates a course. They record the course in our studio. The course is then sold on the Training for Education website. The speaker/organisation receives the majority of the income. To ensure the high quality of our courses, they will all be recorded in our studio in Blackwater, Hampshire. We have invested a time and money to create our studio and each course requires our time and effort. Speakers and organisations who wish to create a course will pay B Squared a fee for;

- the use of equipment,
- editing and producing the videos,
- transcribing all the videos so that they are fully accessible,
- creating a speaker page on the website www.trainingforeducation.com/theirname,
- uploading their content and handouts to the website,
- CPD certification,
- Initial marketing of their content.

This fee is to reduce our risk. Creating a course takes time and effort from both parties. We don't want to fill the website with hundreds of courses that don't deliver and aren't useful. The fee ensures that speakers and organisations are taking time to think about the course and the appeal to schools. The money they receive from selling courses means they will recover their investment costs quickly.

Our current expectation of costs to the content creator is £250(inc VAT) for 60 minutes worth of video. We expect a typical course to contain between 75 and 90 minutes of video. There is also an optional CPD certification charge of £60 (inc VAT) per course. The total for a course of this length with CPD certification would be £435.

A course can have several small videos, with each video having a specific focus. We will have set studio fees and selling fees based on a combination of the number of videos and the length of the videos.

We are planning on selling courses containing between 75 and 90 minutes of video for £150 (inc VAT) each. The speaker would receive 75% of the course cost (after VAT), B Squared would receive 25%. B Squared's fee would cover the transaction fees, site costs, marketing and social media. Content creators would see a return on their course after selling a course four times. An example would be a course containing 90 minutes of video content, would have a studio fee and CPD certification cost of £435. The creator would receive £93.75 for each course sold, after selling five courses, their income would be £468.75. Any future sales would be profit for the creator.

The speaker can promote their content and send people to their webpage on the Training for Education website - www.trainingforeducation.com/yourname to purchase content. We can provide speakers with discount codes to allow them to give exclusive discounts to schools if required.

For MATs and local authorities, we can sell ticket bundles to cover all the schools in the authority or MAT. The whole MAT or LA can then provide all staff in all schools with the same access to training.

PROMOTING YOU

Training for Education is a platform that training providers and content creators can use to market themselves. Your webpage on the Training for Education website will have your:

- Company logo
- Photo of you
- Your contact details
- Website address
- If you have been on the SENDcast, we will link to your episodes
- All your training courses

We will take headshots/photos when you come to our studio to record your course. We will provide you with a copy of this photo for you to use on your website, LinkedIn and anywhere else.

All videos will contain some training for education branding, but they will also have your branding. We will include a logo reveal for your company and training for Education at the beginning and end of each video. A logo reveal is an animated logo, similar to the ones you see at the start of films. If you do not have one, we can support you in having your logo reveal created.

The biggest benefit of using Training for Education to deliver your online courses is how easy it is. We make everything easy. You will be more visible to schools on our website than your website due to the number of visitors, SEO and other factors. Schools will be able to find your courses by browsing our website or by searching. All of the pages are search engine optimised, it is easy to find your course using Google. We will be marketing you and your courses on social media, sending out emails and in the future promoting courses at events. All of this raises your profile.

THE WEBSITE

The website will have five sections

- Homepage – will feature popular series, currently relevant series, new content etc.
- News – we will announce new courses, special events, webinars etc. here.
- Speaker/trainer pages – Each speaker/trainer/company will have their own page. The page will have information on the company, links to their website, how to get in contact etc. The page will also list all their different courses. Each course will have a video giving an overview so that visitors can get a clear overview. Each speaker page will have a simple, friendly URL that is easy to share.
- The shop – A typical online shop with categories, subcategories etc. all searchable. Each series will have an intro video from the speaker (Think iTunes)
- My Content – All the content a school has purchased. This section is sortable and searchable, making it really easy for schools to find the content they want. This section will contain the videos, handouts, any other content and a link to the course creator's page to view other courses.

COURSES

Training for Education is an inclusive training website. There will be courses aimed at school leaders, courses focusing on specific subjects, areas or approaches, courses for new teachers, SENCOs and courses related to SEND. At B Squared we believe that all teachers are responsible for all pupil. All teachers have a responsibility to support pupils with SEND. ALL teachers need training around SEND. All courses, regardless of area, will need to have a minimum of 10% content aimed at supporting pupils with SEND.

MAKING ONLINE COURSES EASY

To some people, the thought of creating, recording and selling online courses is exceptionally daunting. Our job is to take away all the hassle, worry and the deal with the technical side.

We will help you create a course based on the training you deliver face to face, making it more suitable for being offered online. We have taken care of the recording studio and all the technology, lighting and audio equipment required. We have 4k Ultra High Definition (UHD) cameras, wireless lapel microphones, fantastic lighting and various processing that ensures the videos look good and sound good.

We have also taken care of all the headaches around building a website, handling payments, search engine optimisation (SEO) and all the other website marketing, security, keeping the content behind the paywall and promoting the courses on social media.

All you need to do is create a course and deliver the course in our studio.

TYPES OF COURSES

A course can be made of up different videos and can also include handouts. It is better to have several smaller videos between 10 and 20 minutes long. We don't want videos that are too short, but we also need to think about the concentration span of staff when watching a screen. A course could include:

- A series of videos for people to watch and learn about a new idea or improve understanding
- A series of videos for people to watch and learn about a new idea or improve understanding, with practical, reflective activities they can complete in their school.
- A series of videos that include an instructor-led workshop. Schools can watch the videos, think about what this means in their school then have the speaker come into the school to lead a practical session on the topic
- A series of videos that include a workshop led internally by a member of staff. Schools can watch the videos, think about what this means in their school. A member of staff watches an additional video on leading a workshop; they then lead the workshop.
- A series of videos to learn how to use a product a company sells more effectively. This could include lesson ideas, explaining the concepts behind the product, best practices etc.

COURSES/BUNDLES

We will sell the majority of videos as courses, delivered by individual companies/speakers. We may choose to create some bundles of videos from different speakers to provide a range of knowledge. We could create a SENCO starter pack covering a range of different needs - how to identify, support, where to get help etc. We could do an EHCP pack – covering the legal side, the process, how to involve parents, fill in the paperwork, collecting evidence, the funding etc. We are likely to do an NQT bundle, giving NQTs the training they need across a range of topics including the teaching standards, SEND code of practice etc.

THE PROCESS

To ensure all our content is of high quality, we will use the following process for each course:

1. An exploratory online meeting with myself. We will discuss the course you intend to create, the content and how the content can be delivered. I will also give you an overview of the rest of the process and answer any questions.
2. You will create a course overview. This will include the number of videos, the aim of each video, approximate length of each video and an overview of any additional material.
3. Send us your branding/create your branding for videos
4. Once we have agreed the course, the studio fee and we have received your branding, we will send you an invoice for the studio fee.
5. Once the studio fee invoice is paid, you can book in a recording day in our studio. We will record all courses in our studio in Blackwater, Hampshire.
6. Recording day – we will record the videos*, record the introduction/preview and take headshots/photos of you for the website. We may record additional videos for marketing purposes.
7. Review recordings – we will provide you with a video showing different views of your session, including slides. You will decide where you want the viewer focussed at different times in the video - Should you be full screen, the slide etc. This process gives you full control over your videos.
8. Editing the video – we will edit and produce the video using the feedback you have given us.
9. Review video – Once we have edited the video, you will be able to give the video a final review.
10. Transcribing – The final stage of producing the video is to have them transcribed. The viewers have the option of turning on the closed captions when watching.
11. Uploading and launch – We will upload the course to the website and create your page if it doesn't already exist. We will then start to market your course across social media and via email.
12. Feedback – Users will have the option of sharing feedback with us. Any feedback for your courses will be shared with you quarterly.
13. Payments and Reports – Once your course is live and we start selling your course, you will receive a quarterly report and a quarterly payment based on the courses sold.

We are trying to keep the costs at a minimum for you so that creating a course is affordable. We have factored in a certain amount of our time in the recording, editing and producing the videos.

If we spend additional time on your videos, this will need to be covered. If you are concerned about this, we can discuss this in the introductory online meeting. We have based the studio fee on a basic level of camera work, editing and processing.

If you have any special requirements (camera angles, recording something on a desk, etc.), we will need to discuss this before recording. We will need to get this prepared for the recording day, and this may increase the cost of the studio time.

The studio fee is also affected by the amount of time spent recording and our time supporting you. The majority of content creators/speakers deliver training and talks, so the process will be simple and easy. If additional time is required to support you on the day, there may be additional costs.

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