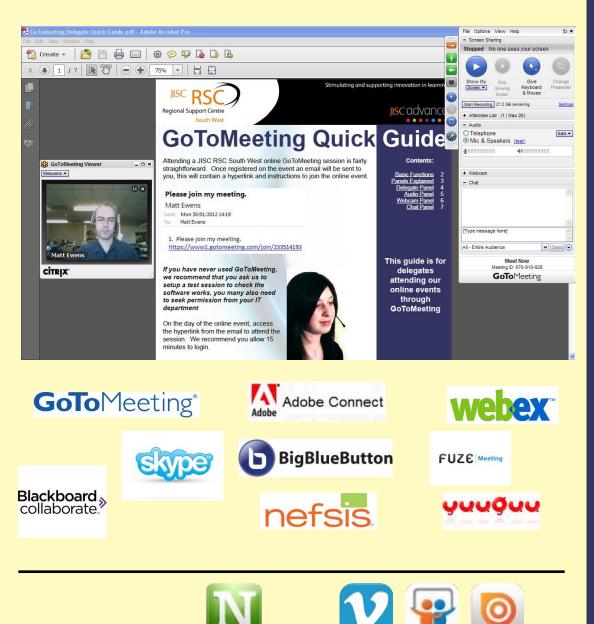
Web Conferencing. A Practical Guide.

Web conferencing is used to conduct live meetings, small events and much larger webinar events holding up to 1000 people over the internet. In a web conference each attendee sits at his or her desk and is connected to other attendees via the internet. Depending on the type of web conferencing system being used attendees will need to download and install software on their computer or access a web-based application where attendees simply click on a hyperlink usually sent via email.

There are countless different types of web conferencing systems, some geared more for businesses, some pitched for educational institutions.

This publication will focus on a broad range of web conferencing systems, covering their features and an overview of useful tips and guidance to help organisers setup seamless web conferences.



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Basic Functions.

What are the common features of web conferencing software?

Text chat. Audio (Listening and speaking). Screen sharing. Recording. Webcam. File sharing. Assessment tools, polls, emoticons. Break out rooms. Interactive whiteboard.

Some of the above features are not available using free web conferencing software.

Main Benefits of Web Conferencing.

There are many benefits of using web conferencing both for the presenter and the attendee.

Time savings, no physical travel involved.

Significant cost savings by not requiring: travel, food and drink, venue space, car parking facilities and accommodation.

If the attendee is ill they can usually pick up the recorded event at a later date. The event can be made available through social media using sites like Vimeo to embed the video recording for delegates.

The online event can be revisited, delegates can go over materials at any time No paper is needed for an online event, everything is made available online Carbon savings from not having to travel, print paper.

Many systems have in-built evaluation tools and can link into a customer relationship manager (CRM).

Events are easier to organise compared to a physical event.

High level of participation.

Reaches a wider audience.

More inclusive.

If the physical doors of the college are closed due to snow for example, the virtual doors can stay open.

Potential Issues/Disadvantages.

Lack of training and knowledge of the system can result in delegates not hearing the audio or seeing any content, including lack of computer skills. Audio issues can cause major problems if the equipment used is faulty. Any technical issues can affect the event/meeting and damage the .

reputation of the individual/organisation holding the event.

Less personable, physical events allow people to engage in more social conversation.

Some people prefer physical events, not willing to engage online out of choice or through a lack of understanding of the technology.

Some speakers may not be experienced at running an online event and may come across differently to how they would in person.

How can issues be resolved? Preparation is key!

Number one rule is to make sure that both attendees and especially . speakers and organisers have a good knowledge of the software being used Provide user guides for both the attendees and the speakers well in advance of the event.

Create a programme, so that the online event is accurately planned out with timings included.

Check that visual aids like Microsoft Powerpoint work effectively in the software, check Prezi's as there can be significant delays in the frame rate If video is referenced during the event, make sure that attendees have an extra 5 minutes to watch it.

If a speaker is considerably nervous, try to make them feel at ease and reassure them that you will be present if they need help.

Consider having a backup plan in case a speaker is cut off for any reason during the event. Have a backup speaker able to step in if required – or arrange your own materials in case of a situation.

Make sure that any documents and user guides are clearly accessibly online, so that people can easily access them if they need to.

Try to have someone else monitor the questions panel for you, so that during a Q&A session they can feedback to you after your presentation, this keeps the focus on your presentation.

Start recording the session on time, attendees can become agitated waiting for late arrivals if they have other plans after the event.

Mute all attendee microphones to reduce any background noise during the duration of the conference.

Be aware that some attendees may have never used web conferencing software before, provide a quick demonstration of the key features at the start of the conference.

Make sure that any mobile devices, particularly phones are kept well away from the computer during the webinar, otherwise there may be intermittent mobile signal noise filtering through into the webinar.

Consider providing alternatives for users with disabilities, who would like to attend the online event.

- Try to keep people interested during the presentation, actively engage with participants by asking them questions
- Make a transcript of the presenters key points to support deaf delegates
- Be clear about the features you use during the web conference and use the most reliable functionality to achieve the best results

Organise a test session in advance.

Very important because it will give you the chance to check audio levels of all the speakers involved and test that their equipment is working.

This gives you the opportunity to check that invitation emails are working effectively.

Rehearse the programme for the online event.

Make a quick 5 minute recording of the session to check the recording works Run through the software functions with your speakers and check their understanding.

Advise your speakers on the use of videos within the software, if it does not work effectively make sure that they do not attempt to use video during the event – instead ask them to provide a hyperlink so that people can visit the video online in their own time.

Make copies of any presentation materials in case you need to upload them if your speakers are having technical difficulties, you need to be prepared to run their presentation for them if needed.



Accessibility.

Accessibility features vary from one web conferencing system to another, so it is useful within the planning stages to try and prepare possible alternatives.

What if there are blind or partially sighted users wishing to attend the webinar, or someone with hearing difficulties?

Plan and plan and plan some more!

When advertising a webinar event, provide a link for users that have sight/hearing impairments and provide special instructions as needed. Create a script for the webinar and make this available in another format online, such as Google Docs.

Consider using something like TitanPad or TypeWith.Me, these programs allow real time typing on screen, so potentially a moderator could be tasked with providing real-time annotations during the webinar, this means that a person with hearing problems would still be able to follow the conversation during the webinar.

Check that the attendees can change the font size within the web conferening software, during the event.

Provide a VOIP telephone joining option to enable users to access the conversation using their telephone.

For any attendees that have diabilities consider sending out in advance the presentations and plain text versions to them.

Investigate whether 'hotkeys' can be used to enable users with sight problems to access functions within the web conferencing software. Provide accessible versions of the recordings, by captioning the videos.

The below video link is a YouTube video which has been subtitled through the Universal subtitles website. There are many other ways of subtitling videos.



Access the Universal subtitles website: http://www.universalsubtitles.org

Resources

Accessible Web Conferences and Webinar Best Practices

http://www.fda.gov/ AboutFDA/About-ThisWebsite/Accessibility/ucm214503.htm

(Please note the relay service mentioned in this article is not available to the UK)

To find out more about accessibility, please contact JISC Techdis

http://www.jisctechdis. ac.uk/

Instant Presenter

A completely browserbased system, which scores well in terms of accessibility. Instant Presenter supports uploading of multiple types of documents, such as Microsoft Office, including music, WAV, WMV and MOV.

Visit their website to find out more: http://www. instantpresenter.com/ This is an example of the toolbar from GotoMeeting, this enables the organiser to manage the following areas:

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- Audio
- Webcam
- Screen sharing
- Pointer
- Assign controls



User Guides

RSC SW Delegate guide

GoToMeeting quick guide

Tutorials

GoToMeeting videos:

http://support.citrixonline.com/en_US/GoTo-Meeting/videos

All GoToMeeting documentation

http://support.citrixonline.com/en_US/GoTo-Meeting/documents

Most Popular Web Conferencing Software.

There are many different systems that can be used for web conferencing, some are more popular than others and all have different costs and options available. Some systems offer free services, with a limited user capacity. The following is a guide of the most popular systems being used today and a comparison of their features.

GoToMeeting.

This software is what the JISC RSC South West currently use, it has proved to be a good platform, offering us the ability to hold and run events effectively.

Features

Instant meetings with a single click. One-time scheduled meetings. Recurring meetings. Integrated scheduling with Microsoft Outlook®. Audio conferencing via phone and computer. Full desktop sharing. Specific application sharing. Recording. Invite others on the fly. Instantly change presenters. Transfer keyboard and mouse control. Drawing tools. Multiple monitor support. Mac and PC support. Chat. Cooperatively edit documents on screen. Reporting. Web cam integration. HD faces (high definition guality video).



Number of participants
Upto 15

Strengths

Easy to setup and use. Good quality audio. Easy to change presenters/organisers during the meeting. Mobile integration to view online meetings. Web cam works quite well.

Challenges

The chat panel is often too small and difficult to manage. Panels auto-close, this can confuse the attendee.

A free 30 day trial is available: http://links.onlinemeetingreviews.com/?url=gotomeeting.com&id=17

GoToWebinar.

This software is what the JISC RSC South West currently use, it has proved to be a good platform, offering us the ability to hold and run events effectively.

Features

Instant meetings with a single click. One-time scheduled meetings. Recurring meetings. Integrated scheduling with Microsoft Outlook®. Audio conferencing via phone and computer. Full desktop sharing. Specific application sharing. Recording. Number of participants Invite others on the fly. Instantly change presenters. Upto 1000 Transfer keyboard/mouse control. Drawing tools. Multiple monitor support. Mac and PC support. Extended Chat. Cooperatively edit documents on screen. Reporting. Web cam integration. HD faces (high definition quality video). Polls to allow attendees to answer questions. Audience view screen. Dashboard statistics. Search tool. - Audience View 100% 51 × 51 × Attendee List (1 | Max 201) + Audio - Polls (0/2) 51 X ▼ Launch What are the best features of GoTo ... Chat Sceen sharing Webcam Number of delegates Polls Manage Polls

A free 30 day trial is available: http://bit.ly/AoNiWZ

User guides:

http://www.slideshare.net/rscsw/gotowebinar-user-guide

Tutorials:

https://www1.gotomeeting.com/default/help/g2w/Support/Tutorials.htm

There is also a new service called **GoToTraining**, more information is available here: http://www.gotomeeting.co.uk/fec/training/online_training

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Strengths

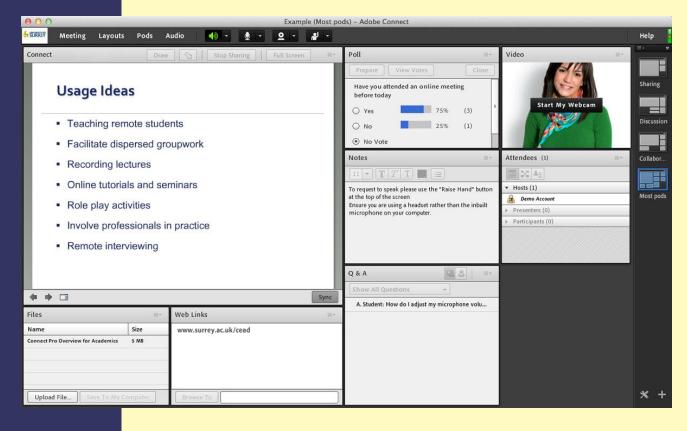
More options than GoToMeeting. Polls to ask the audience questions. Statistics in the dashboard for improved monitoring. Chat space is extended. Up to 1000 attendees for one online event.

Challenges

Auto closing panels if too many are open.

User Guides	Adobe Connect.					
Host guide:	A flash-based online meeting system, which is highly customisable. Up to 2					
https://seminars.adobe- connect.com/_a227210/ vqs-hosts/	attendees can be invited into an event. Lots of Features	functionality available.				
Attendee guide:	Unlimited and customizable meeting rooms. Multiple meeting rooms per user.					
https://seminars.adobe-	Breakout sessions within a meeting. VoIP.	Number of participants				
connect.com/_a227210/ vqs-participants/	Audio and video conferencing. Meeting recording.	Upto 25				
Tutorials:	Screen sharing. Notes, chat, and whiteboards.					
http://tv.adobe.com/show/ learn-adobe-connect-8/	User management, administration, reporting. Polling. Central content library.					
lynda.com tutorial -	Collaboration Builder SDK.					
Quick start guide:	Strengths					
http://www.youtube.com/ watch?v=wvuiDDu9ySY	Very good at customisation, the chat panel can be expanded on-screen for example.					
Adobe Connect user	Works quite well with mobile devices.					
community:	Challenges					
http://www.connectusers. com/tutorials/	Potentially more complicated to use than other	systems				
	A free 30 day trial is available:					

https://www.adobe.com/cfusion/adobeconnect/index.cfm?event=trial



Up to 25

WebEx Meeting Centre.

A full suite of online conference tools, has the standard features of a video conference system. Interactive white board, VOIP, chat and video sharing features.

Features

Invite participants and set reminders. Uses integrated WebEx audio. Record your meeting. Share content. Switch permission controls. File transfer system. Interactive white board. Webcams.

Number of participants

Upto 25

Strengths

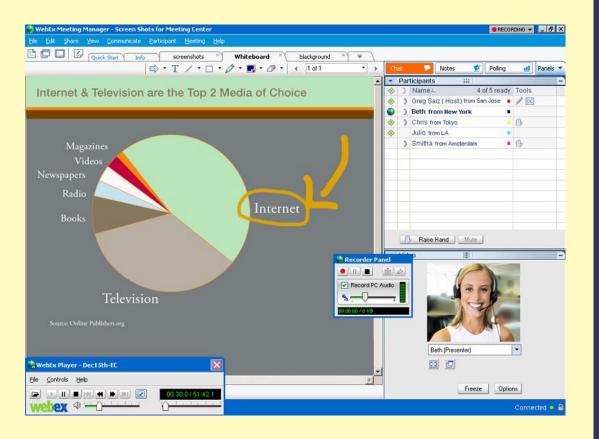
Has an app for Android, Blackberry and iOS systems.

Challenges

Recordings need to be converted to a useable format.

A free 14 day trial is available:

http://mytrial.webex.co.uk/uk14?TrackID=1019765&hbxref=http%3A%2F%2Fw ww.webex.co.uk%2F&goid=uk_webex_ft



User guide:

https://welcome.webex.com/docs/T26L/pt/ mc0800l/en_US/support/ faq.htm

http://www.wbximg.com/ includes/documents/ GSG_MC_0111_final.pdf

Tutorials:

http://www.webex.com/ howto/index.html

User Guides

http://www.webex. com/howto/index. html?thevideo=webexschedule-an-online-meeting-video.mp4

Fast start help

http://www.webex.com/lp/ fastkit/#

WebEx Training Centre.

Much the same as WebEX Meeting Centre, except has greater features.

Features

Share documents, applications, streaming videos, and more. High-quality video. Breakout sessions and hands-on labs. Online polls and quizzes. Chat and threaded Q&A. Attendance registration and tracking. Integrated audio (using a telephone bridge, VoIP, or a mix of both). LMS support. Up to 1,000 participants per session. Stream videos at up to 360p resolution (640 x 360 pixels) with auto-adjusting video quality. Control how you want video to be displayed - view up to six video thumbnails at time or change to full screen mode. Automatically see who's talking with Active Speaker switching technology Review session reports. Cross-browser supported.

Strengths

Can record the sessions. Quite easy to use. Good customisation. Reliable performance. Flexible connectivity. HD video quality.

Number of participants

Upto 100

Challenges

Interface could be layed out better.



Big Blue Button (Open source).

Supporting multiple audio and video sharing. Presentations and extended whiteboard capabilities. It has zooming, pointing and drawing features on screen and public and private chat. Attendees can be assigned as viewer or moderator. JISC Mail have been using Big Blue Button and more information can be found on their website.

Strengths

Can handle multiple webcams well. Can control the size of objects, such as chat. Can translate the text. Text can be coloured easily.

Challenges

Audio not automatically configured, attendee needs to switch it on Issues saving the whiteboard.

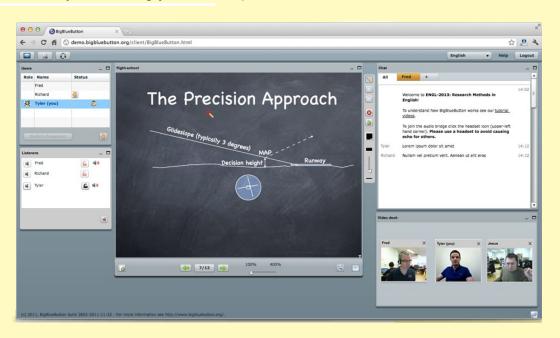
A small but noticeable audio delay which may be worse with lower quality internet connection. The delay is not a problem in presenter-led sessions.

Presentations in Microsoft Office formats (.ppt, .pptx) may have graphical artefacts. Please save as PDF and upload the PDF file instead.

Unreliable desktop sharing on Apple's OSX platform.

Long usernames are chopped off in the chat window. As a temporary fix hover your cursor over the name.

Latest versions of Flash Player and Java are required - java is only necessary for sharing your desktop.



This product is being developed all the time, so any challenging features may be developed and improved.

Features

Audio Conferencing Presentation Sharing Desktop Sharing Whiteboard Text Chat Multiple document uploads Full control of attendee audio Good webcam features Recording facility Multiple languages Can be integrated into other systems

Visit the following link to acces JISC labs: http://labs.jiscmail. ac.uk/

Community user support:

http://www.bigbluebutton. org/support/

Tutorials

http://www.bigbluebutton. org/videos/

Case study/projects

Scott Newton JEC ICT manager talks about Big Blue Button: http://vimeo. com/36544706

Features

Redesigned user experience makes simple things easy, advanced things possible.

Enhanced audio with increased clarity and reduced latency. Ability to optimize audio for headset or room microphone. Consistent live video with follow the speaker, multipoint Tabbed chat, embedded HTML content in chat and well

content in chat and web tour.

Expanded Windows Media Video (WMV) file support for multimedia playback.

Wider variety of content more easily

incorporated. Modernized icons and more intuitive placement of polling response

options.

Blackboard Collaborate is the choice web conferencing system for many JISC RSCs, including JISC services

Links to future JISC services web conferences

JISC DIgital Media Online Surgery: http:// www.jiscdigitalmedia. ac.uk/surgery

JISC Legal events: http://www.jisclegal. ac.uk/Home/AllEvents. aspx

Blackboard Collaborate. (Formerly Elluminate).

Intuitive online meeting software with virtual classes, blended learning, office hours, tutoring and mentoring, staff meetings, training, professional development, and more.

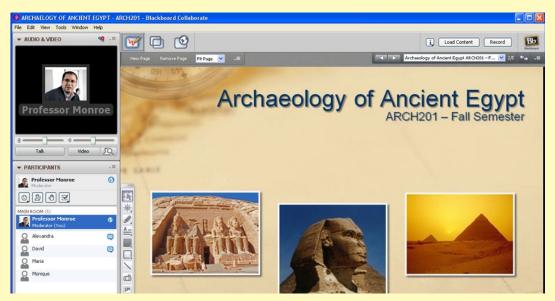
Strengths

High quality system, chat is easy to read and can be re-ordered. No advance downloads or configuration needed, and it rarely fails. Delegates can contribute via text chat, or via whiteboard tools. Compatible with Powerpoint.

Challenges

Won't run Powerpoint animations.
A lot of options, which can be confusing.
Switching between functions such as web tour and screen sharing is not completely fluid.
Hyperlinks in Powerpoint cease to be clickable.
Not compatible with Prezi.
The addition of tabs in the text chat has made it harder to use (it is too easy to miss private messages), relative to Elluminate.
Can be subject to failure due to firewalls and security settings. These errors can be very hard to identify.

Requires an install of a java applet which can be problematic for WBL/ACL providers where systems are locked down.



User guides

http://www.blackboard.com/Platforms/Collaborate/Services/On-Demand-Learning-Center/Web-Conferencing.aspx

Tutorials

http://www.brainshark.com/blackboardinc/vu?pi=zGLzYw5XBz35Sgz0

Skype.

A free online service, which lacks the advanced features of software like GotoMeeting, but is a very good system for 1-1 conversations.

Features

Quite easy to setup. Can file share. Webcam. Audio. Text chat. Screen sharing. Connect to Facebook. Free unlimited landline calls. Screen reader mode. Multiple languages.



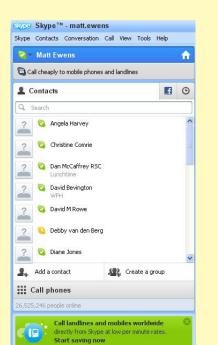
Free

Mobile app is quite good. Very useful for quick meetings. For simple meetings screen share works reasonably well. SMS messaging and can be used as a phone number.

Challenges

The software can crash. No whiteboard or assessment tools. The layout of meetings could be better. Chat auto hides when group meetings are held.





User guides and tutorials

http://www.skype.com/ intl/en-us/support/userguides/



Premium services provide additional features:

Group video calling and screen sharing. Live chat customer support.

User guide

http://beta.fuzemeeting. com/files/pdf/web-userguide.pdf

Tutorials

iPad tutorial

http://support. fuzemeeting.com/ entries/20136347-fuzemeeting-ipad-videotutorial

https://fuzebox.rapidintake.com/access/Publish/23299/player.html

Fuze forum

http://support.fuzemeeting.com/forums

Other Web Conferencing Software.

Fuze Meeting.

Designed to sync well with social media, offering a simple joining solution - with a fetch function to auto dial people and invite them into the meeting.

Features

HD video quality. Cloud based. Screen Sharing. Number of participants

Upto 100

Strengths

Does not require software install for attendees. Top quality video (HD). Skype integration. iPhone application. Reliable performance.

Challenges

Compatibility issues with web cams. Need to have the pro version to record.

14 day free trial available:

https://www.fuzemeeting.com/purchase/14day/1



Nefsis.

Nefsis provides HD video conferencing and web collaboration tools to business, government and educational customers.

Features

Web browser sharing. Document and Powerpoint sharing. Region/desktop application sharing. Whiteboard and text conferencing. File transfer. Recording.

Strengths

High quality video. Interface organised well. Supports high quality VOIP. Reliable service.

Challenges

No pricing available is not helpful. The sharing document feature does not allow document editing, instead an annotation tool for overlaying words.

User guide

http://www.nefsis.com/ manual/user-manual. html

Tutorials

http://www.nefsis.com/ Support-Video-Software/ video-conferencing-training-tutorials.html



Strengths

Support all platforms. Supports browser-based participation . Integrates multiple IM account, plus Skype. Offers screen sharing, remote control and audio conferencing. Cost effective.

Challenges

User interface could be slicker. Screen sharing and remote control is slow. No record/replay support for web conferencing sessions.

User guide/tutorial

http://www.yuuguu.com/ help

Number of participants

Up to 30

Yuuguu.

Simple, desktop sharing and web conferencing tool. It also acts as an instant messaging client that works with all the major instant messaging networks.

Features

Simple and easy to use web conferencing with integrated instant messaging. Fast screen sharing with anyone over the internet. Share your keyboard and mouse with any participant. Host can regain control at the click of a button. Cross platform compatible. Guests don't have to download anything. Integrates with Skype on Windows and Mac. Free teleconferencing facility. Global dial in numbers for teleconferencing. Import your contacts from Skype, AIM, MSN, Yahoo and Google. 128-bit SSL encryption on all meeting communications. Host meetings with up to 30 participants. Restrict meeting attendance with a private unique key. Email based technical support. Free version available. Compatible with Windows, Mac and Linux.

There are many more web conferencing systems available, we recommend that if you are thinking about using any web conferencing system to trial the system for free before purchasing.



Cost Comparison

GoTo Meeting costs £30 per month or £294 per year for 15 participants GoToWebinar costs £62 per month or £597 per year for 100 participants, for 500 participants GoToWebinar costs £251 per month or £2412 per year, for upto 1000 participants GoToWebinar costs £314 per month or £3017 per year. Adobe Connect costs £34 per month or £340 per year for 25 participants, for upto 500 participants the cost is 20 pence per minute.

WebEx Meeting Centre costs £11 per month or £113 per year for 8 participants, for 25 participants the cost is £30 per month or £294 per year.

WebEx Training Centre costs vary depending on requirements, please contact the company.

Big Blue Button is an open source product, which is available for free. Blackboard Collaborate costs £125 for 10 participants, for 25 participants the cost is £188, for upto 50 participants the cost is £315.

Skype is free to use with 2 participants, for over 10 participants the cost is $\pounds 5.99$ per month or $\pounds 35.88$ per year.

Fuze Meeting costs £15 per month or £175 per year for 25 participants, for upto 45 participants Fuze Meeting costs £30 per month or £296 per year, for upto 100 participants Fuze Meeting costs £43 per month or £417 per year. YuuGuu costs £10 for 1 licence upto 30 people per month or £43 per year, for 2 licences it costs £30 per month or £60 per year, for 5 licences it costs £25 per month or £126 per year, for 10 licences it costs £35 per month or £164 per year.

For Nefsis prices please contact them directly.

* Cost comparisons may vary, please check with the company for a complete breakdown of costs

Online Resources cont...

Synchronous Web Enabled Employee Training (SWEET)

http://www.jisc.ac.uk/ whatwedo/programmes/ elearning/swaniltig/ sweet.aspx

Using Instant Presenter to present to an audience member using a screenreader

http://www.jisctechdis. ac.uk/techdis/resources/ detail/IPScreenReader

Online Resources.

Using Collaborative Online Tools for Business & Community Engagement infoKit:

http://www.jiscinfonet.ac.uk/infokits/collaborative-tools/index_html

Web Conferencing: http://moodle.rsc-wales.ac.uk/course/view.php?id=247 – from JISC RSC Wales

How Green Was My Video Conference?

http://greenvideoconference.jiscinvolve.org/wp/ - by greenvideoconference

Web Conferencing Web Reviews: http://webconferencing-test.com/en/webconference_home2.html - by online meetings tool review website

JISC Advance Web Conferencing Tools: http://xtlearn.net/L/181/8

Online Meetings Reviews: http://www.onlinemeetingreviews.com/reviews/ - by online meetings review website

Archive for the 'web conferencing' Category: Engaging an Invisible Audience: http://blogs.rsc-wales.ac.uk/blog/category/web-conferencing/

JISC RSC South West Conferencing Software: http://pear.ly/Nk51 - through the JISC RSC South West pearltrees account

There are training courses available, like the Certified Online Learning Facilitator course, which is available from a range of providers - here is a link to one course at the Online Leanring & Performance Institute: http://www.learningandperformanceinstitute.com/colf.htm

Case Studies.

Lewisham and Walsall Colleges Advancing Learning with Functional Skills (ALFS) – LIVE TV

The eLearning and Innovations team at Lewisham College and the Learning Technologies and Innovations team at Walsall College joined forces to investigate how the delivery of Functional Skills could be streamlined through the use of video conferencing and webinars.

http://www.excellencegateway.org.uk/node/18638

Colchester Institute: WebEx-cellent distance learning

Colchester Institute is using WebEx, an incredibly versatile, video conferencing software package that has enabled them to extend their reach to off-site learners.

http://www.excellencegateway.org.uk/node/3432

Derwen College: Trialling new technologies - video conferencing and JANET Txt for teaching, learning and student support

This case study highlights how an independent specialist college is using new technologies with help and support from the Joint Information Systems Committee (JISC) services.

http://www.excellencegateway.org.uk/node/3456

Shrewsbury Sixth Form College: Video conferencing drives distance learning and opens up collaborative learning opportunities for all

Shrewsbury Sixth Form College saw the potential for video conferencing (VC), to support teaching and learning, whilst putting together a bid to deliver a shared Diploma with local schools. The response from learners has been very positive and the College hopes in the future to offer more distance learning provision as a result of the project's success.

http://www.excellencegateway.org.uk/node/3696

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The opinions expressed in this document, are those of the individuals involved and do not necessarily represent the attitudes, opinions, values or views of JISC RSCs or its staff.