



Seven Wonders Learning Finds Wirecast Studio Ideal For Dynamic, Multi-Camera Virtualized Training

How Wirecast Studio from Telestream is transforming this Las Vegas company's instructor-led training workshops into equally engaging and effective online training sessions

"With Wirecast Studio, I can create virtual camera views, such as me standing in front of my slides and pointing to them as I talk. Then during the live Zoom session, I can toggle between cameras for a more visually engaging presentation. By merging multiple camera views along with my presentation content, students can focus their attention on one area of their screens, resulting in less fatigue and a more engaging virtual learning experience.."

- *William Cook, Founder and CEO of Seven Wonders Learning, Las Vegas, NV*

As the Founder and CEO of Seven Wonders Learning, a training and consulting services company based in Las Vegas, William Cook has traveled the world delivering dynamic, high-value, best practices training in subjects such as IT Infrastructure Library (ITIL®), project management, and team building. As a Malcolm Baldrige Quality Award recipient, Cook is passionate about sharing his expertise with learners. His travels have taken him to exotic destinations, where his passion for learning and teaching has made an impact on students from around the world.

Then the COVID-19 pandemic hit, ushering in health and safety restrictions that curtailed the face-to-face meetings, travel, and large gatherings that were a big part of the way Cook liked to work. Adapting to a new normal, he took decisive action, transforming and virtualizing his business so that it would not only survive but thrive in this new business landscape.

While he realized he needed to move his workshops to an online meeting forum, Cook didn't want to lose the spirited interactivity and lively exchanges that he believes make in-person Instructor-Led Training (ILT) so effective. To keep his trainees focused and engaged, he envisioned enhancing his Zoom sessions by using chromakey technology and switching between different virtual camera views. In the spring of 2020, he found Wirecast Studio from Telestream, a broadcast-quality video streaming solution capable of supporting his virtualized ILT vision.

THE CHALLENGE

As an instructor, Cook brings a lot of personal charisma and energy to his training sessions. He likes a quick pace and uses sound effects to liven things up and keep his students alert. He wants to make sure they're grasping the concepts because they often take professional certification exams at the conclusion of the trainings.

Moving any meeting to Zoom isn't a big challenge if it's only 30 minutes long. But many Seven Wonders workshops span up to five days. Asking a group of Zoom participants to constantly shift their attention between the host's onscreen video window and a shared screen—over an extended period of time—becomes tedious. They often don't know where they should be looking, which can lead to shortened attention spans and “Zoom fatigue”.

Cook's virtual online training aimed to eliminate “Zoom fatigue” by avoiding these common online meeting landmines:

- Delays and “hiccups” when screen sharing the instructor's presentation
- Having the instructor video relegated to a small thumbnail on student screens
- Participants getting confused about where to focus their attention
- Limited instructor-student interaction resulting in poor student engagement

Here's how one Seven Wonders trainee felt about the Wirecast Studio-based training compared to an in-person class:

“Our recent Seven Wonders Learning virtual training using Wirecast Studio was far more visually interesting and engaging than typical online training where you just listen to someone talk over slides. While the training ran three or more hours over two days, this integrated video-based approach elicited much more attentive participation. It was as if we were face-to-face in the same room.”

– Chrystal Wamstad, Senior Customer Success Manager, North America Sales, at gaming technology company IGT, based in Gulfport, MS



Wirecast Studio THE SOLUTION

Wirecast Studio from Telestream checked all the boxes on Cook's wish list for his new Seven Wonders TeleLearning™ Studio, which he set-up in his Las Vegas headquarters. Trademarking the name underscores his commitment to this new, virtualized mode of operation.

He chose Wirecast Studio because it's extremely affordable (at \$599), easy for one person to operate, and relatively quick to set-up and deploy. Rather than configuring a workflow of multiple video and audio systems, Wirecast Studio integrates all those capabilities into a single solution with a user-friendly, graphical interface.

Designed to run on a Mac or PC, Wirecast Studio integrates the following toolbox for capturing, producing, and streaming live HD video:

- Unlimited inputs and streaming destinations
- Encoding up to 4096 x 3072 resolution
- Record-to-disk while streaming
- 5 master mixing layers
- CG text, chromakey, and transitions
- Advanced audio mixing
- Virtual camera and virtual microphone output

Seven Wonders' virtualized training is further enhanced by another Telestream product called Desktop Presenter. Desktop Presenter captures and transmits images from a computer's desktop directly into Wirecast Studio and other Telestream solutions. Cook uses Desktop Presenter to channel laptop content into Wirecast so that all the sources can be merged into a single Zoom video input.

In his over 15 years at Seven Wonders Learning, Cook has traveled to places like the United Kingdom, Argentina, Egypt, Belgium, Italy and Germany to deliver training to the U.S. military, Fortune 500 companies, and other prominent organizations. By virtualizing his training, Cook can now reach any corner of the globe without having to board a plane.

The true value of Wirecast Studio as a solution is best articulated by Seven Wonders' customers. One such customer, Nevada Gold Mines, says that virtualized training sessions facilitated by Wirecast Studio compared remarkably well to Cook's usual face-to-face training.

“We decided to limit our first Seven Wonders TeleLearning session on ITIL® best practices to only four hours to see if the approach would work for us... and we were amazed. It was as though he was standing in a conference room pointing to his slides and interacting with us the way he had always done in our in-person workshops. He's done a wonderful job preserving the interpersonal connection and engaging teaching style that has made his training so valuable to our gold mining business.”

– Todd Pereira, Head of the IT Department at Nevada Gold Mines, in Elko, Nevada

THE WORKFLOW

Wirecast Studio is particularly well-suited to Seven Wonders virtualized training because it's designed to interface seamlessly with Zoom. Wirecast users can configure their Wirecast settings to deliver the video output directly to a Zoom client, which recognizes it as a virtual camera source.

To deliver his training, Cook either sits or stands in front of a large green screen stage in the company's TeleLearning studio. Wirecast Studio uses chromakey to produce a composite shot of Cook in front of the presentation content, very much like an in-person experience. And flipping between different virtual camera views keeps the training fresh and visually interesting. A professionally produced view is always right there, ready to go at the press of a button.

Another long-time Seven Wonders customer sums it up this way:

“We highly value this training to upskill and transform our teams so that we can better compete in the marketplace. We find this Wirecast Studio-based training to be very effective, especially when the strategic guidance and expertise are delivered with such high-quality video, audio, and graphics, among other presentation elements.”

– Sean Sauter, Vice President of Systems Sales at gaming technology company IGT, based in Las Vegas, NV



Cook plans to introduce a new capability to the workflow: inserting a real-time American Sign Language (ASL) interpreter as an on-screen picture-in-picture window. The interpreter will serve to make the spoken portion of Cook's presentation fully accessible to hearing impaired students. The video of the real-time ASL interpretation will be yet another camera input seamlessly incorporated into his multi-camera video stream by Wirecast Studio.

THE RESULTS

While the COVID-19 pandemic was the catalyst that pushed Cook to create the Seven Wonders TeleLearning™ Studio and transform his in-person training business to a virtualized delivery model, he had been thinking about making this paradigm shift for some time. With Internet video technologies becoming increasingly ubiquitous and global travel being restricted due to COVID-19 concerns, now was the time for people from around the world to begin “earning and learning” from their homes and offices.

Seven Wonders Learning rose to the challenge of this rapidly changing business landscape by shifting Cook's in-depth ILT training workshops to the live Zoom meeting platform. The company's roadmap also includes producing exclusive on-demand video-based training in the near future.

“Wirecast Studio provides a platform that makes my expertise readily available to my customers without the time and expense of travel. In addition, I can expand the number of training workshops I deliver each year and reach a broader audience, making my business more profitable. Wirecast Studio lets me preserve the interpersonal connection of in-person training while eliminating the landmines that can trip up a virtualized training experience.”

– William Cook, Founder and CEO of Seven Wonders Learning, Las Vegas, NV

For More Information:

Visit Seven Wonders Learning here:
<http://www.sevenwonderslearning.com/>

Check-out Telestream Wirecast Studio here:
<https://www.telestream.net/wirecast/studio.htm>

Download free Desktop Presenter software here:
<https://dynamic.telestream.net/downloads/download-desktop-presenter.asp?prodid=desktoppresenter>

Learn more out about the Seven Wonders' customers in our story at these sites:

Nevada Gold Mines:
<https://www.barrick.com/English/operations/nevada-gold-mines/default.aspx>

Gaming technology company IGT: <https://www.igt.com/explore-igt/about-igt>

