



Using GoToWebinar and iMIS to Deliver Webinars to your Members in a Cost Effective and Efficient Way



Ben Zastrocky
Senior Consultant, Association Technology Solutions

- Over 17 years experience in higher education & e-learning
- Director, Educational Technology Center, 2007-2013 at MSU Denver
- Developed first online course in 1997 using HTML
- Incorporated videoconferencing/live classroom technology in 2002
- Online instructor

- Member Engagement
- Recruiting New Members
- Training and Education
- Marketing and Promotion of Events
- Record and Repurpose
- Develop Authority and Build Relationships
- Affordability





- 82.9% of organizations already using e-learning reported real-time Webinars as a form of delivery.
- 70.9% of associations already using e-learning indicate they offer recorded Webinars.

– Tagoras, 2013 Association Learning Management Systems
The Report: Jeff Cobb and Celisa Steele



Why GoToWebinar?

HD Videoconferencing

Full Desktop Sharing

Telephone, VOIP & Mobile Access

Session Recording & Sharing

Pre-Webinar Practice Sessions

Customized Branding





Why GoToWebinar? (cont.)

Audience Engagement

Report Generation

24/7 Customer Support

Pricing (<\$950/yr for 100 attendees)

Integration with iMIS Through ATS

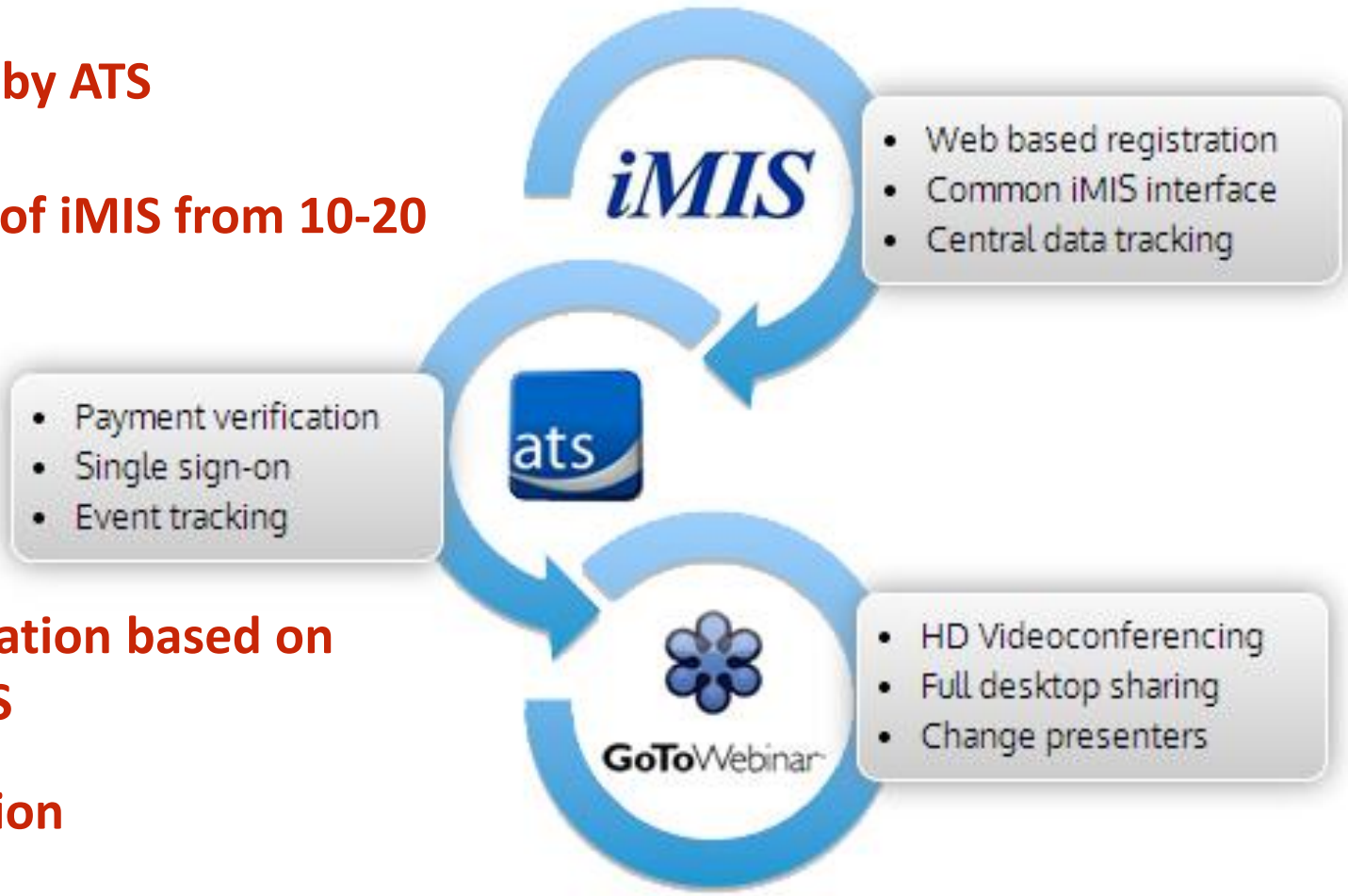
The screenshot displays the GoToWebinar interface. At the top, there is an 'Attendee List' window with 21 attendees. The list includes columns for microphone, video, chat, help, and hand icons, followed by names: 'Names - Alphabetical', 'Carrey - Organization', 'Ryan', and 'Janet'. A magnifying glass highlights a hand icon. Below the attendee list is a 'Polls' window. The poll question is 'What's your favorite Adobe'. The results are: 24% Photoshop, 32% Illustrator, 19% InDesign, 17% Flash, and 8% Premiere. The poll status is 'POLL CLOSED' and '100% Voted'. A 'Share Results' button is visible. A green video camera icon is also present in the bottom right corner of the interface.



iMIS Integration

Bridge built by ATS

All versions of iMIS from 10-20



Report generation based on standard iMIS

Easy installation

Documentation & Support



- .Net Webservices based on the iMIS Business Objects installed on your server
- Requirements:
 - iMIS Business Objects (IBO) in your ASI License Key
 - A webserver with .NET 4.0 framework installed
 - A self-signed SSL or purchased SSL certificate
 - An ATS License Key



Create Events in GoToWebinar

GoToWebinar®

[GoToMeeting](#) | [GoToWebinar](#) | [My Account](#) | [24/7 Support](#) | [Log Out](#)

- My Webinars
- Schedule a Webinar
- My Recordings
- Webinar History
- Generate Reports
- Settings

My Webinars > Manage Webinar

Manage Webinar for "ATS - GoToWebinar Bridge Demonstration"

Share
 [Schedule Similar Webinar](#)
[Cancel Webinar](#)
 Practice
 Start

Set Up Your Webinar

Title Edit
 ATS - GoToWebinar Bridge Demonstration

Description
 Learn how the ATS iMIS/GoToWebinar Bridge empowers organizations to deliver webinars to their members in a cost-effective and efficient way.

Date and Time Edit
 Thu, Jan 1, 2015 2:00 PM - 3:00 PM MST

[Add to Calendar](#)

Audio Edit
 Participants can use their computer's microphone and speakers (VoIP) or telephone.

United States
 Toll: +1 (914) 339-0030
 Access Code: 702-445-905
 Audio PIN: Shown after joining the webinar

Branding Edit
 Customize the branding for this webinar.



Create Events in iMIS

iMIS¹⁵ Home Customers Billing Events Fundraising AR/Cash Orders Certification

Events New Open Edit Delete

- Register a customer
- Define an event
- Generate reports
- IQA
- Set up tables
- Set up module
- Events help

Event Code: GTW140715

Title: ATS GoToWebinar/iMIS Bridge Demonstration

Type: WEB

Status: P Pending

Begin Date: 07/15/2014

End Date: 07/15/2014

Early Cutoff: 07/15/2014

Reg. Cutoff: 07/15/2014

Maximum: 0

Entity Code: []

Logo: []

Suppress Confirm

Code	Title	Status	Regis.	Activity	FR	Func.
REGMAIN	Webinar Registration	A	1	NO	NO	

Totals

Registrants: 1

Attendees: 0

Cancellations: 0

Regis. Fees: 100.00

Insert



General Look Up Tables

Prodigy Makers International (iMIS Business Framework)

File Edit Cnds Utilities Help

iMIS¹⁵ Home Customers Billing Events Fundraising AR/Cash

General lookup/validation

Customers [New] [Open] [Edit] [Delete]

GOTO_WEBINAR_EVENTS

GTW140715/REGMAIN (2820362030251547905)

Code: GTW140715/REGMAIN

Expansion:

Description: 2820362030251547905

- Manage customers
- Manage committees
- Manage chapter rosters
- View activity tasks



Activity Type

iMIS 15 Home Customers Billing Events Fundraising AR/Cash Orders Certifica

Activity types

New Open Edit Delete

Customers

- Manage customers
- Manage committees
- Manage chapter rosters
- View activity tasks
- Manage Accumail
- Manage duplicates
- Generate reports
- Import activities
- IQA
- Set up tables
- Set up module
 - General
 - Customer types
 - Activity types**
 - Area code updates
- Set up fundraising

Product Types

- APPOINTMNT
- AWARD
- BO_EMAIL
- CALL
- CERTIFICAT
- CERTIFY
- CEU
- CEU_SELF
- CHECKIN
- CHECKOUT
- COMMITTEE
- CONFLETTER
- COUPON_USE
- DIGITEC
- DONATION
- DONORCLUB
- DUES
- EMAIL
- EX-ISR
- EX-PRO

Other

- Allow user Edit
 - Profile Position
 - Retain (months)
- Create History Tab

Type

Description

Prompts

Subtype	<input type="text" value="IMIS Event Code"/>	Description	<input type="text"/>
Note	<input type="text" value="URL"/>	Follow-Up	<input type="text"/>
Eff. Date	<input type="text"/>	Thru Date	<input type="text"/>
Source	<input type="text"/>	Amount	<input type="text"/>
Task Date	<input type="text"/>	Action	<input type="text"/>
CEU Type/Category	<input type="text"/>	Qty/CEU	<input type="text"/>
UF_1	<input type="text" value="Goto Webinar Id"/>	UF_4	<input type="text"/>
UF_2	<input type="text" value="iMIS Order Num"/>	UF_5	<input type="text"/>
UF_3	<input type="text"/>	UF_6	<input type="text"/>
CO ID	<input type="text"/>	UF_7	<input type="text"/>
Other Code	<input type="text"/>	Keywords	<input type="text"/>
Tab Name	<input type="text" value="Goto Webinar"/>		



Sample Use Case

EXCEL Association
doing what others don't

Home Store Contact

home > Store

STORE HOME VIEW PREVIOUS ORDERS



SEARCH STORE

SEARCH STORE VIEW CART/CHECKOUT

SEARCH RESULTS

Showing 1 - 5 of 5 Results Sort by Alphabetical by Title Schedule Calendar List

ATS GoToWebinar Bridge Demonstration

 Date: Thursday, January 01, 2015
Time: 2:00 PM - 3:00 PM Mountain Standard Time
 [add to calendar]
Member \$0.00
Nonmember \$0.00


DETAILS

CART SUMMARY

0 item(s) (\$0.00) + Show

SPECIAL ITEMS

PR HANDBOOK FOR CONTRACTORS

 Member: \$10.00
Nonmember: \$15.00
Your Price: \$10.00



Check out



EXCEL Association

doing what others don't



Home


Store

Contact

home > Store

STORE HOME

VIEW PREVIOUS ORDERS

Qty	Item Description	Total Price
1	 ATS GoToWebinar Bridge Demonstration - Mickey Mouse	\$0.00

Update Qty's

* To remove an item, set the quantity to 0.

Coupon Code:

Apply

Subtotal: \$0.00

Freight: \$0.00

Handling: \$0.00

Tax: \$0.00

Total: \$0.00

CONTINUE SHOPPING

CHECKOUT



E-mail Confirmation

Dear Ben,

Thank you for registering for "ATS - GoToWebinar Bridge Demonstration".

Learn how the ATS iMIS/GoToWebinar Bridge empowers organizations to deliver webinars to their members in a cost-effective and efficient way.

Please send your questions, comments and feedback to: gotowebinar@atsol.org

How To Join The Webinar

Thu, Jan 1, 2015 2:00 PM - 3:00 PM MST

[Add to Calendar](#)

1. Click the link to join the webinar at the specified time and date:

<https://global.gotowebinar.com/join/9019271150394919426/210042199>

Note: This link should not be shared with others; it is unique to you.

2. Choose one of the following audio options:

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.



iMIS Event Detail

Event Function Detail

New Open Edit Delete Find

Function Code: REG_MAIN Title: Main Registration

Type: REG Status: A Active Sort Sequence: 1

Begin Date: 01/01/2015 Time: 2:00 PM End Date: 01/01/2015 Time: 3:00 PM

Description: Test webinar to demo the ATS bridge.

Maximum: 0

Conflict Code: []

Last Ticket #: 0

Entity Code: [] Fundraising Function

Print Tickets Guest Function

Automatic Option Create Detail Activity Max Registrations per Registrant: []

Show this function on the Web?

Totals: Registrants: 5 Fees: 0.00

Print Booth More

Function Roster

Event: GTW150101/REG_MAIN - ATS GoToWebinar Bridge Demonstration - Main

1	Sonia Davis, Anon Ltd, Birmingham,
1	Kelly Harker, Anon Ltd, London,
1	Kevin McGrath, Anon Ltd, London,
1	Mickey Mouse, ATS, Denver, CO
1	Ben Zastrocky, ATS, Denver, CO

*=On Wait List

OK



GoToWebinar Event Details

GoToWebinar®

[GoToMeeting](#) | [GoToWebinar](#) | [My Account](#) | [24/7 Support](#) | [Log Out](#)

My Webinars

[Schedule a Webinar](#)

[My Recordings](#)

[Webinar History](#)

[Generate Reports](#)

[Settings](#)

[My Webinars](#) > [Manage Webinar](#) > [Registrant List](#)

Registrants for "ATS - GoToWebinar Bridge Demonstration"

 [Registration Report](#)

<input type="checkbox"/>	Registrants	Email Address	Registration Date	Time
<input type="checkbox"/>	Mouse, Mickey	mickey@testaddress.com	May 12, 2014	6:08 PM MDT
<input type="checkbox"/>	McGrath, Kevin	kevin@testaddress.com	May 12, 2014	6:08 PM MDT
<input type="checkbox"/>	Harker, Kelly	kelly@testaddress.com	May 12, 2014	6:07 PM MDT
<input type="checkbox"/>	Davis, Sonia	sonia@testaddress.com	May 12, 2014	6:06 PM MDT
<input type="checkbox"/>	Zastrocky, Ben	bzastrocky@atsol.org	May 12, 2014	5:01 PM MDT

[Cancel Registration](#)

[Resend Confirmation Email](#)



Direct Access to Webinars



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Be certain pop ups are enabled in your browser. Pop ups are required to view some of your course content.

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PURCHASED COURSES



JCSM1070 Learning Systems: Advanced Contact Lens Fitting (I)

Course ID: JCSM1070

[Launch Course](#)



JCSM1080 Learning Systems: Advanced Contact Lens Fitting (II)

Course ID: JCSM1080

[Launch Course](#)





Activities Written to iMIS

Results Record History **Activities-All**

	Date	Type
	3/12/2015	GOTO_WEBNR
	2/26/2015	GOTO_WEBNR
▶	2/26/2015	GOTO_WEBNR

Activity Detail [?] [X]

New Open Edit Delete Find

Type Date

IMIS Event Cod

Description

URL

Goto Webinar Id Time in Seconds

iMIS Order Num

Complete Status Completion Date

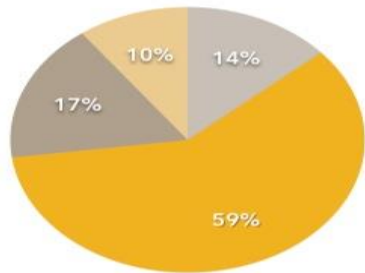
Print Attachment Save Cancel



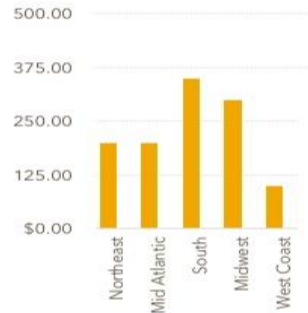
Build Reports from iMIS

WEBINAR REGISTRATIONS BY REGION

% OF REGISTRATIONS BY REGION



WEBINAR REGISTRATIONS



● Northeast
 ● Mid Atlantic
 ● South
 ● Midwest
 ● West Coast

Category	Number of Registrations
Northeast	200.00
Mid Atlantic	200.00
South	350.00
Midwest	300.00
West Coast	100.00

[Results](#) |
 [Record History](#) |
 [Activities-All](#) |
 [Calls](#) |
 [Letters](#) |
 [Roster](#) |
 [AR/Cash](#) |
 [Billing](#) |
 [Events](#) |
 [Orders](#) |
 [Exhibition](#) |
 [Exposition](#) |
 [Certification](#)

	Date	* Type	Product Code	Description	Note
▶	5/12/2014	GOTO_WEBNR	GTW150101/REG_M	Goto Webinar purchase	https://global.gotowebinar.com/join/9019271150394919426/210042199
	5/12/2014	GOTO_WEBNR	GTW140512/REGMA	Goto Webinar purchase	https://global.gotowebinar.com/join/3715581101637509889/980714358
	4/1/2014	GOTO_WEBNR	GTW140423/REGMA	Goto Webinar purchase	https://global.gotowebinar.com/join/6358600345095489282/753753133



Thank You



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www.atsol.org/webinar