

## Adjust Presentation Settings

You've worked hard to get the right content into your presentation, with the right person to record audio using the right tools, and you've followed best practices and incorporated the right complement of supportive content so that your audience gets what they need from your presentation. Now it's time to adjust the settings on your presentation so that you get the reporting data you need. This process document will help you uncover which settings are appropriate for your audience and your content, then point you to the steps to enable and disable the relevant settings.

### Analyze Your Audience

*Consider what you need to know about your audience.*

- Is your communication an employee message from the CEO and you need to know who viewed it? Enable the Guestbook and present it before viewing so you can capture the right information about your audience.
- Or, is it compliance related and your audience must view the entire presentation and also pass a test? Use Completion Criteria so your audience members know when they are complete.
- Perhaps your marketing content is going to be further customized by someone else, like a sales rep or partner, who will then go on to share the presentation? Be sure to turn on personalization, and possibly presentation copy, and add a Guestbook to capture information about your viewers.

*Consider what your audience needs for the best viewing experience.*

- Maybe your audience travels and you want them to have the option of viewing your presentation from a mobile device? Or away from an internet connection? You should consider enabling mobile as well as Brainshark Unhooked, but understand the implications of both.
- What if they have questions while viewing? Does your company support instant messaging? Instant Messaging is a great way for viewers to contact the author with questions while viewing.
- How can viewers track their own progress toward completion? Enabling the Completion Indicator for viewers will let them know when they have met the requirement.
- What features do you need to enable in the Brainshark Viewer? There are many features in the Brainshark Viewer that can provide your audience with additional information or an alternative way to experience your message. In this document, settings that affect the *Brainshark Viewing Console* are identified with a <sup>VC</sup> before the section title.

## **Consider Your Content**

*What is the basis for your communication?*

- Do you have sensitive information that should be secured by a login or password?
- Are you still finalizing your message and do not want others in your Brainshark site to find it in search?
- Is there additional information that you could provide as FAQs?
- Would viewing the script help reinforce the message?

*How will your content be used in the future?*

- Is your content something that can be repurposed, like an annual certification?
- Does your message lend itself to being copied or personalized for future distribution?

## **Apply Brainshark Best Practices**

*Keep It Simple*

You could turn on every available feature, but is that really what you need? Or what your audience needs? At the same time, a combination of features could make accessing information easier on your audience. For example, you might need to gather information about your viewers. To do this, you could choose to enable the guestbook or the login, but you likely wouldn't use both.

Alternatively, when you incorporate supporting content into your presentation, you may want to make it available in multiple ways so that your viewers can access it the way that works best for them. So you could enable the FAQ in the viewer and add an FAQ document as an attachment.

*Consider Future Use*

Sometimes when you are creating a presentation, you know that you will need to create something similar in the future: perhaps it is an annual certification or an employee policy. You may already know that Brainshark makes it possible for you to leverage the content you have already created, but also recall that you can copy and reuse the content other authors create.

The following documents cover the available presentation settings, organized by function:

- [Allow Presentations to be Reused, Copied or Shared](#)

When you create a presentation in Brainshark, you choose who has the ability to view that content. You could share the link with only a few people, or send it out to your customers, partners and/or employees. While your presentation is active, other Brainshark users may be able to see it just by logging into the application. This document can help you decide the sharing settings to enable which best fit the purpose and nature of your content.

- [Capture Viewer Data with Guestbook](#)

Using the Guestbook allows you to gather information about presentation viewers. You determine the data you need and then enable the Guestbook accordingly. When your viewers see your presentation, they are presented with the Guestbook. Any information they enter to Guestbook fields is returned to you in Brainshark Reporting. This document will assist you in planning and structuring your Guestbook so that you get the reporting data you need from your communication.

- [Consider Security and Tracking Options](#)

When you need to restrict access to your presentation, you may want to consider enabling a secret password and providing it to the intended audience. If your topic contains more sensitive information, requiring a login for the presentation may be more appropriate. And, whenever you want to provide more detail or information about your viewer's progress through your presentation, the Brainshark security and tracking options discussed in this document may help.

- [Enhance the Viewing Experience](#)

When you begin to create the content that will become your Brainshark presentation, you spend quite a bit of time thinking about your audience and the experience they will have when they view your message. There are many settings in Brainshark that can enrich the viewer's experience. This document will highlight the more common options and the process steps to follow if you choose to enable them.

- [Increase Presentation Access](#)

There are times when your presentation needs that extra touch. Perhaps you are trying to make the link more memorable (so that you get more views), or more portable (so that viewers can access a mobile or podcast version). Maybe you want to add tags, topics and a description to market your content and make it more easily searchable in your [Content Portal](#) or in your [Rapid Learning™](#) catalog. This document covers those presentation access settings and will get you on your way to increased views.