Shira Moskowitz

Customer Education Portfolio

About me

———

Customer education and program management leader with 7+ years of experience designing learning content and managing teams with enthusiastic tenacity. I am passionate about implementing scalable solutions to ensure clients and employees from diverse backgrounds succeed.

Table of Contents

— — —

Building Hopin Learn & Launching an LMS

# 5 Lessons I Learned Building Hopin's Customer Education Program

———

1. Build relationships early & often

2. You have to start somewhere

3. Leverage existing resources

4. Feedback is a gift

5. Contextualize data

 Read more about these lessons on my blog: here

Hopin Learn

— — —

I designed the Hopin Learn curriculum, which included live and on-demand workshops, to scale Hopin's onboarding process.

As Hopin grew, I hired a team of program managers and a video producer to create and update Hopin Learn's content, while I focused on our education strategy.

Explore Hopin Learn at: https://learn.hopin.com/trainings
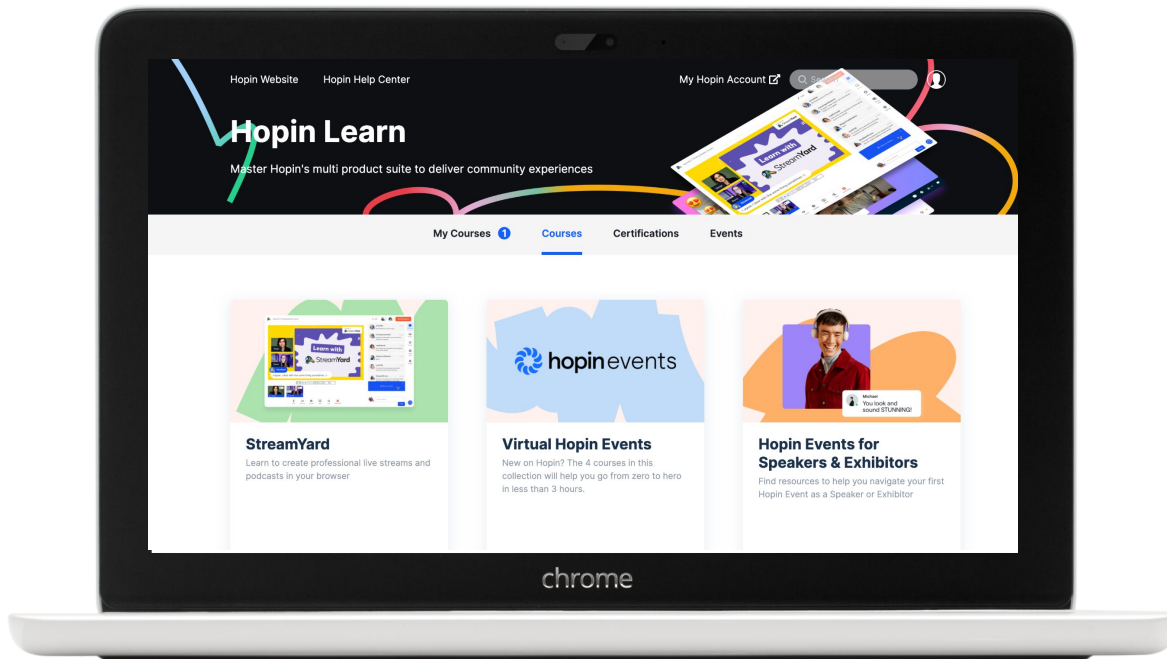
The Evolution of Hopin Learn

For the first iteration of Hopin Learn, I built a webpage with a live-events calendar and on-demand videos by managing a cross-functional team of designers and developers.
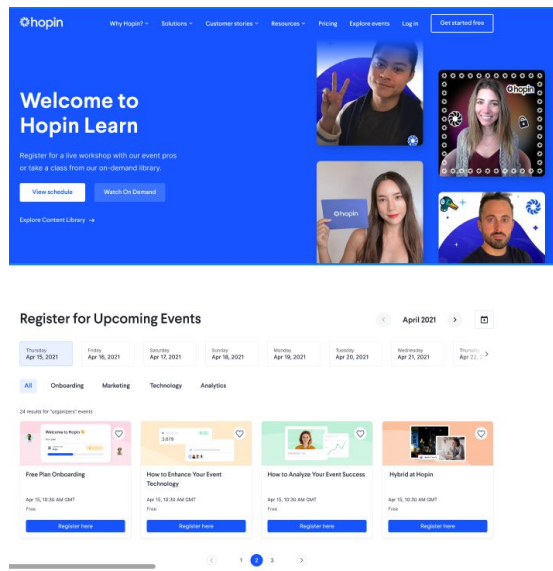
As our program developed, I recognized the need for a formal LMS which would better track usage data. I led the implementation of **Skilljar** and eventually the migration to **Workramp**.
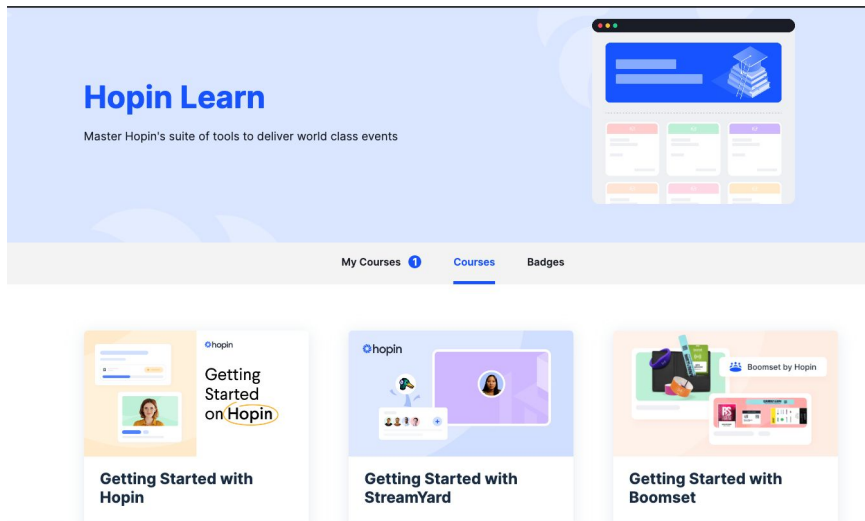
Hopin Learn Overview

———

This video provides an overview of what is available on Hopin Learn.

It was created as part of the launch of our new LMS, Workramp.

Using Iteration to Create an Engaging, Effective Customer Academy

Customer Spotlight with our LMS provider, Workramp

Check out [this](#) interview to learn more about how my team built & iterated on Hopin Learn.
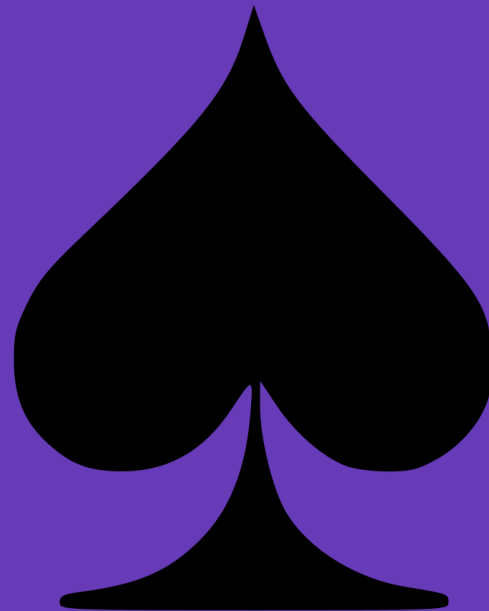
— — —

Hopin Learn

ACE Program 2022

Runner Up

Hopin Learn was selected as a runner up for the 2022 ACE Program of the year award out of 35 programs.

The ACE Awards are organized by the CustomerEducation.org Community.

Sample Content from Hopin Learn

Hopin Events Speaker Guide

— — —

One of the challenges our
clients faced was enabling
their speakers and vendors
on Hopin.

We created the Hopin Events
Speaker Guide, which
includes a series of videos
and resources, to empower
our customers' *customers*.

Hopin Events Speaker Guide

Are you speaking at a Hopin Event? This course will teach you everything you need to know to prepare for the big day.

12 tasks | **9** questions

Get Started

Course Outline

Intro
- Intro to speaking at a Hopin Event
- How to take this course
- Learning goals

Event Registration
- Registering for the event

Speaking on the stage
- StreamYard's Greenroom
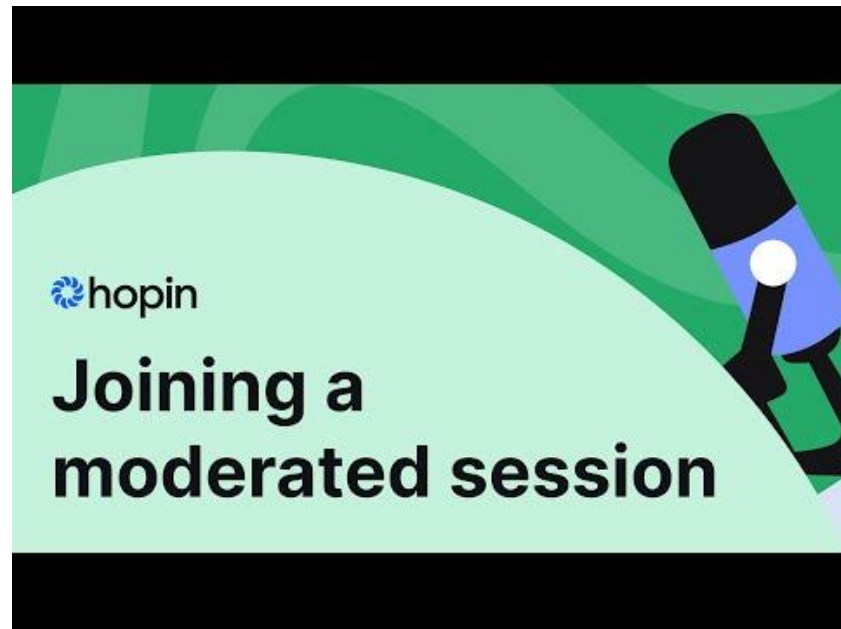- Using the StreamYard Backstage

Moderating a Session
- Joining the session
- Moderation Panel
- Breakout Rooms

Wrap up
- Practice what you've learned
- Feedback survey
- What's next

Sample Videos

Here are two videos I recorded. The videos were edited by Hopin's video producer.

To watch additional content from the Speaker Guide, check out this youtube playlist here.

Repurposing Content Course

— — —

I built this course to guide customers through the necessary steps to repurpose a live event into an on-demand event.

The course also included content teaching the benefits of repurposing an event.

Repurposing Your Event for an On-Demand Audience

Learn how to continue engaging your customers after your live event. We will walk you through the steps for repurposing your event for an on-demand only audience and share ideas for how to use your content.

16 tasks | **6** questions | **45 mins** estimated time to complete

Get Started

Course Outline

Introduction
○ Introduction
○ Important Information

Steps for Repurposing your Event for On-Demand Attendees

○ How to take this course
○ Enable Replay
○ Replay Checklist
○ Update Your Registration Page
○ Registration Page Checklist
○ Disable Features
○ Disable Features Checklist
○ Create On-Demand Tickets
○ Ticket Checklist
○ Congrats!

Repurposing Your Event Content
○ Bringing your Content Outside of Hopin
○ Download the Recordings
○ Learn from our content experts

Wrap Up
○ Great job!

How to take this course

Throughout the following lessons, you will be instructed to complete items and mark that you have completed them on the accompanying checklists.

By the time you have completed all of the items on the checklist, your event will be ready to go as an on-demand only program.

Each lesson included written instructions for how to complete a task and a checklist to ensure the tasks were accomplished. The goal was that by the end of the course a customer would have successfully repurposed their event for on-demand use.

⭐ The Stage & Sessions areas will both be disabled automatically when they are not in use.

Disabling the Chat:

It's important to turn off the event and segment chats if you will not have someone monitoring them. Otherwise, attendees might ask a question and be disappointed when they don't receive a response. Or even worse someone might leave a disrespectful comment.

To disable the chat, go to Venue > Venue Controls > Chat

Disable Features Checklist

Now it's time to disable the features in your event! If you have decided you want to continue using some of these features, that's okay too. Just check the box to acknowledge you have made this decision.
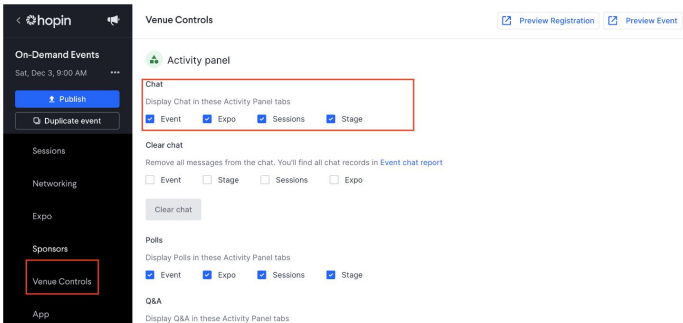
Disable Features Checklist*

☐ Disable the event chat

☐ Disable the specific segment chats

☐ Disable the People Area

☐ Disable Networking

NEXT

Now it's time for some inception! Check out this recording of a presentation from HopinXC, an event Hopin hosted over the summer. Get it? We're repurposing our own content to show you how it's done.

In this video you'll hear from Adri Lueiro, Hopin's Customer Education Video Producer, and Kelsey Bentz, Head of Production at StreamYard, about their best practices for repurposing event content.

The second half of this course inspired customers & taught them **why** they should repurpose both their event & event content.

I did this by repurposing a video from a previous event, that was all about repurposing content. Inception!

Open in new tab ↗

hopin Repurposing Content from your Hopin Event

Watch later   Share

hopin XC

Repurposing Content from your Hopin Event
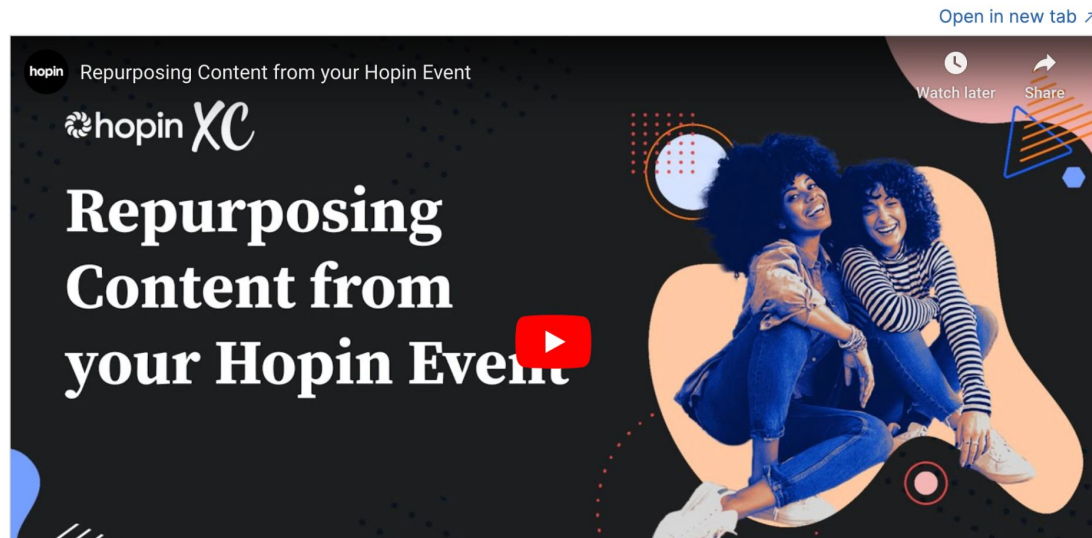
Watch the recording from the event here.

Live Programs: Hopin XC

Hopin XC was an on demand conference focused on educating customers & building community.

I was responsible for coordinating and organizing all educational programming. I selected the topics for each track and then chose experts within Hopin to curate and present. I worked closely with each presenter to develop and prepare their segments.
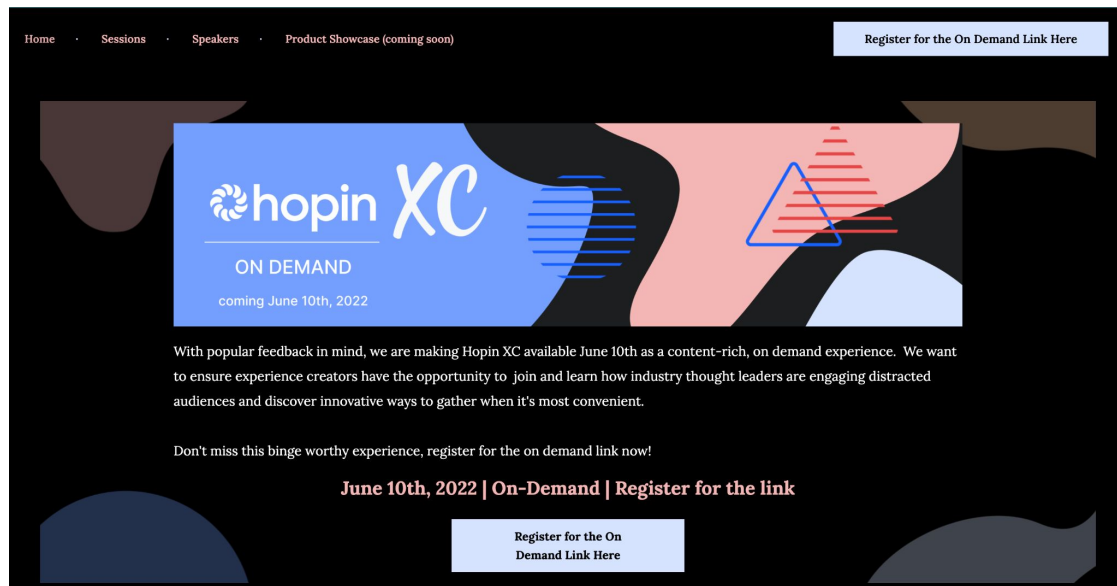
Enablement Content

Enablement Timeline

Teaching customers how to use Hopin Learn to prepare for an event

I instituted a **"learn-do-review"** model where customers would *learn* a topic, *do* specific actions, and then attend their milestone call to *review* said actions.

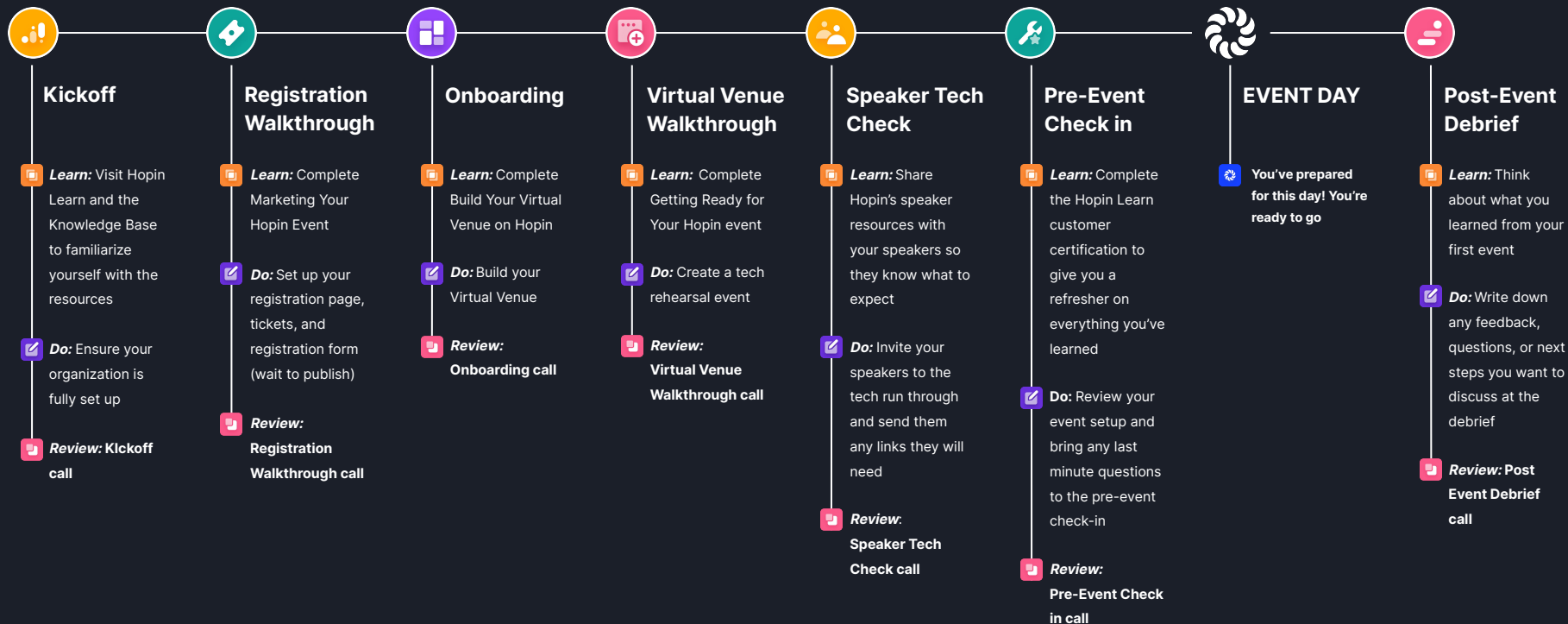On the next slide you will see a timeline that highlights the milestone calls Hopin customers have with their implementation managers. Each call is accompanied by specific instructions for how clients can prepare for their calls, including which courses to complete.

I created the following slide for Hopin's GTM team to use to ensure customers & prospects understood how our partnership would work.

— — —

Hopin Event Services Enablement

Kickoff

Learn: Visit Hopin Learn and the Knowledge Base to familiarize yourself with the resources

Do: Ensure your organization is fully set up

Review: **Klckoff call**

Registration Walkthrough

Learn: Complete Marketing Your Hopin Event

Do: Set up your registration page, tickets, and registration form (wait to publish)

Review: **Registration Walkthrough call**

Onboarding

Learn: Complete Build Your Virtual Venue on Hopin

Do: Build your Virtual Venue

Review: **Onboarding call**

Virtual Venue Walkthrough

Learn: Complete Getting Ready for Your Hopin event

Do: Create a tech rehearsal event

Review: **Virtual Venue Walkthrough call**

Speaker Tech Check

Learn: Share Hopin's speaker resources with your speakers so they know what to expect

Do: Invite your speakers to the tech run through and send them any links they will need

Review: **Speaker Tech Check call**

Pre-Event Check in

Learn: Complete the Hopin Learn customer certification to give you a refresher on everything you've learned

Do: Review your event setup and bring any last minute questions to the pre-event check-in

Review: **Pre-Event Check in call**

EVENT DAY

You've prepared for this day! You're ready to go

Post-Event Debrief

Learn: Think about what you learned from your first event

Do: Write down any feedback, questions, or next steps you want to discuss at the debrief

Review: **Post Event Debrief call**

The Institute of Southern Jewish Life (ISJL) Sample Program

Here is a sample of a custom program I wrote as a Program Associate at the ISJL:

— — —

The request from our partner was to write a program that taught middle school students about the weekly Torah portion and the Jewish holiday of Tu Bish'vat, through the lens of Pokémon.

The program overview includes everything that needs to be prepared & purchased prior to the start.

Big Ideas:

1. We can be friends with people we do not attend school with.
2. Pokémon Go can help us learn about the Torah portion and ט"ו בִּשְׁבָט (*tu bish'vat*, 15th of *Sh'vat*)

Students should be able to:

1. Identify the weekly Torah portion as בְּשַׁלַח (*b'shalach*, when he let go)
2. List the Seven Species native to Israel.

Supplies:

- Plastic Solo cups, 2
- Table
- Tape
- Plastic or Paper bag
- Streamers, 1 roll
- Blindfold or bandana, 2
- Small orange cones, 2
- Popsicle sticks, 2
- Game dice, 2
- Bean bags, 2
- Plastic baseball bat, 2

Vocabulary:

- בְּשַׁלַח (*b'shalach*, when he let go)
- ט"ו בִּשְׁבָט (*tu bish'vat*, 15th of *Sh'vat*)
- מִדְרָשׁ (*mid'rash*, rabbinic explanation)
- מִי כָמֹכָה (*mi chamochah*, who is like you/redemptive hymn)

Other Things to Prepare:

- Copy and cut Appendix A: Training Badges, 1 per 16 participants
- Cut Appendix B: Blow Cup Pokémon and tape Yamark on a cup and Drifloon on a cup
- Copy and cut Memory Cards, 2 copies on cardstock (see attached)
- Copy Appendix C: Grab Bag Skits, cut into strips and place in bag

2. **Blow Cup Relay** (15 minutes)

Before participants arrive tape the images from Appendix B: Blow Cup Pokémon onto plastic cups, one Pokémon per cup. Place both cups on a table.

" This weekend we celebrate the holiday ט"ו בִּשְׁבָט (*tu bish'vat*). ט"ו בִּשְׁבָט (*tu bish'vat*) the 15th day of the Hebrew month of *Shevat*, is another new year, the New Year of the Trees. Today we celebrate ט"ו בִּשְׁבָט (*tu bish'vat*) as a time to renew our commitment to preserve and protect the trees and all of God's creations."

? What is one way you can protect nature?

" One of the most important parts of nature is air."

? Why is air so important?

" Air is important because it keeps us alive. Sometimes the air we breathe in is really clean and healthy air, but sometimes it is filled with smells and chemicals that are not good for us. It is extremely important that we protect the air so that we can continue to breathe, but also so that trees, plants, and animals can continue to breathe in clean air. It is really hard to know what is in the air because we can't see it. But I have an idea of how we might be able to see it!"

" In front of each of your groups is a cup with either Yamask or Drifloon on it. Each person on your team must, using nothing but their own breath, blow your Pokémon to the other side of the table and back. Once everyone in your group has gone, your Pokémon will evolve. If you have a Yamask, it will evolve into a Cofagrigus, and if you have a Drifloon it will evolve into a Drifblim."

Have participants line up behind the cup and when they are ready, start off the race. Once a team has completed, hand them the evolved Pokémon from Appendix B: Blow Cup Pokemon (Cofagrigus and Drifblim). .

" Our breath can be pretty powerful. It was able to move the cup all the way across the table. The wind and air all around us is even more powerful than our breath. One way we use the power of the wind is through using a thing called a wind turbine. Raise your hand if you have ever seen a windmill before? A wind turbine is like a giant windmill that takes all of the energy from the wind and turns it into energy we can use in our everyday lives. It is one of the types of clean energy we can use to help take care of the world and keep it clean."

Podcast Content

—

Counter Programming with Shira & Arielle

During the pandemic, I created a podcast about *counters* (counter tops, step counters, Count Dracula, etc.) to *counter* the grim COVID news.

While this project does not explicitly correlate to Customer Education, there are huge opportunities for podcasts (or audio only formats) as an educational tool. For instance, you can currently earn credit towards your Project Management certification by listening to certified PM podcasts.

Podcasting is an avenue for Customer Education that I am excited to explore more given my previous experience.
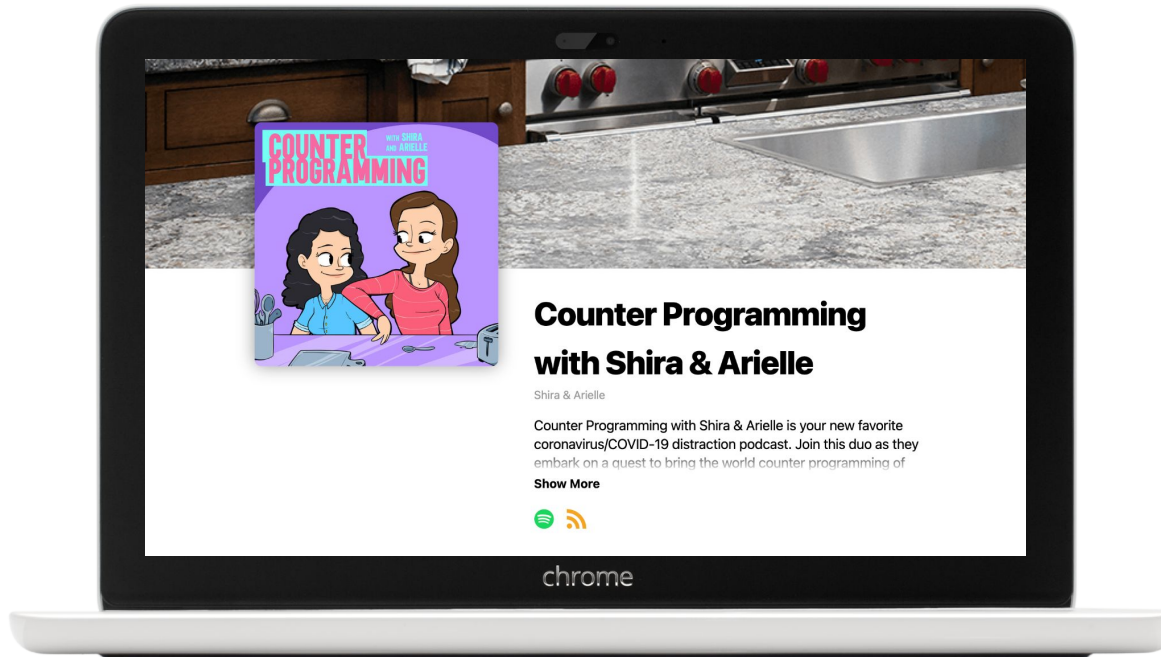
This episode is from an interview we did on Between Two Mics, Squadcast's business podcast, about how we built our audience.

Thank You

For more information, check out:

Shiramoskowitz.com

Linkedin

— — —