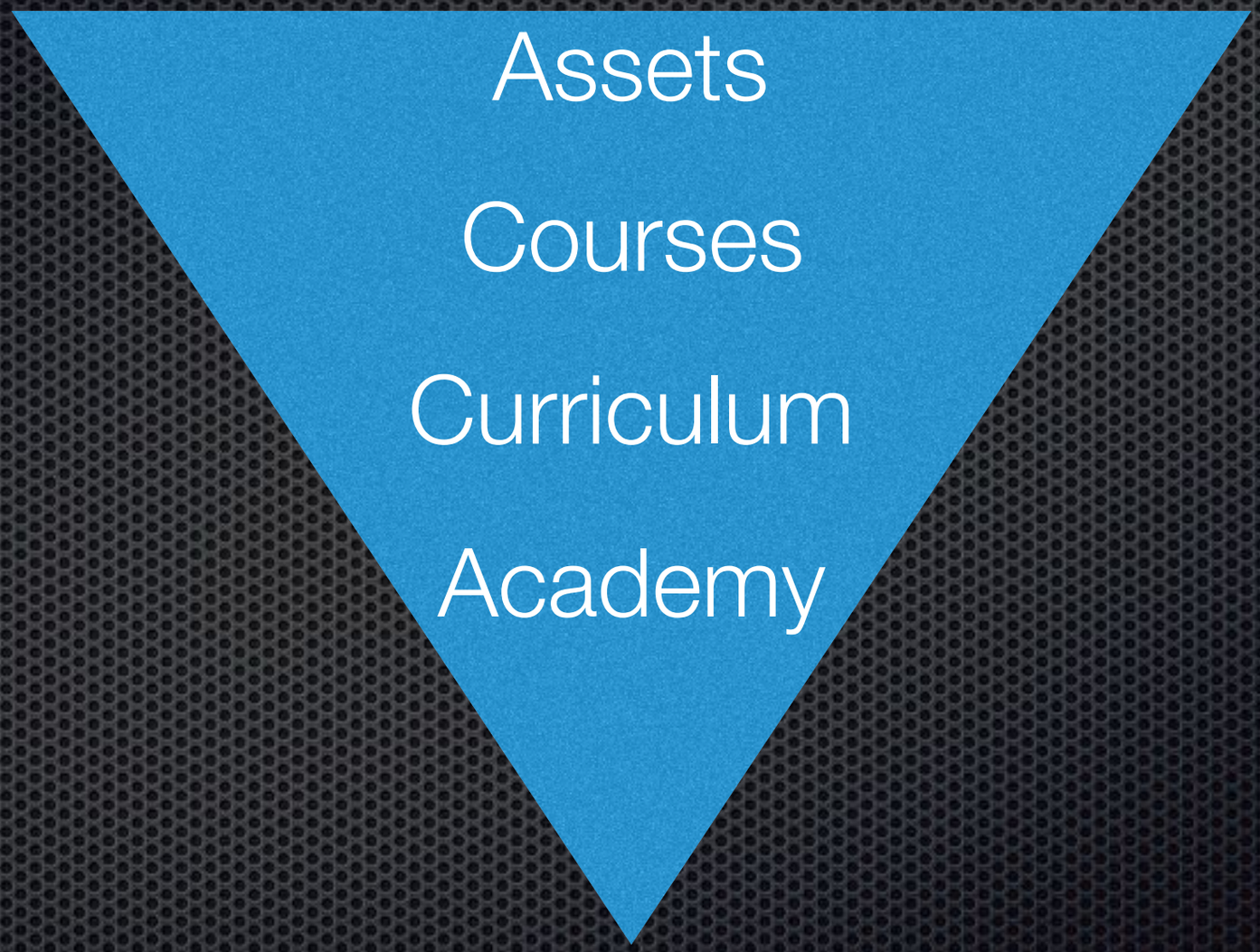
YouTubeIt

Training employees with video content

Overview

- Why video?
- Developing your academy
- Tools
- Other video content
- Housing your academy

Developing your academy



All Staff

- Orientation video
- Core values speech
- Customer service
- Basic product knowledge
- Food handlers training
- Knife safety

Sales

- Customer service - advanced
- How to use the POS
- How to use the scale
- How to handle a customer complaint
- How to take a basic cake order
- How to take a wedding cake appointment

Production

- Dishwashing 101
- Cake building and icing
- Basic cake decorating
- FIFO and food safety
- How to receive an order
- Recipes!

french macarons
Almond meringue sandwich
cookies with a variety of

Tools

Calendar
Photos
Camera
Clock
Videos
Wallet
Weather
Maps
Reminders
iTunes Store
App Store
Notes
Settings
YouTube
Twitter
Remote
LIFX
Podcasts
Slack
Mail
Phone
Messages
Safari
Music

HDV
SONY
20x

Besteker
HD
HIGH DEFINITION
24.0

Mobile phone

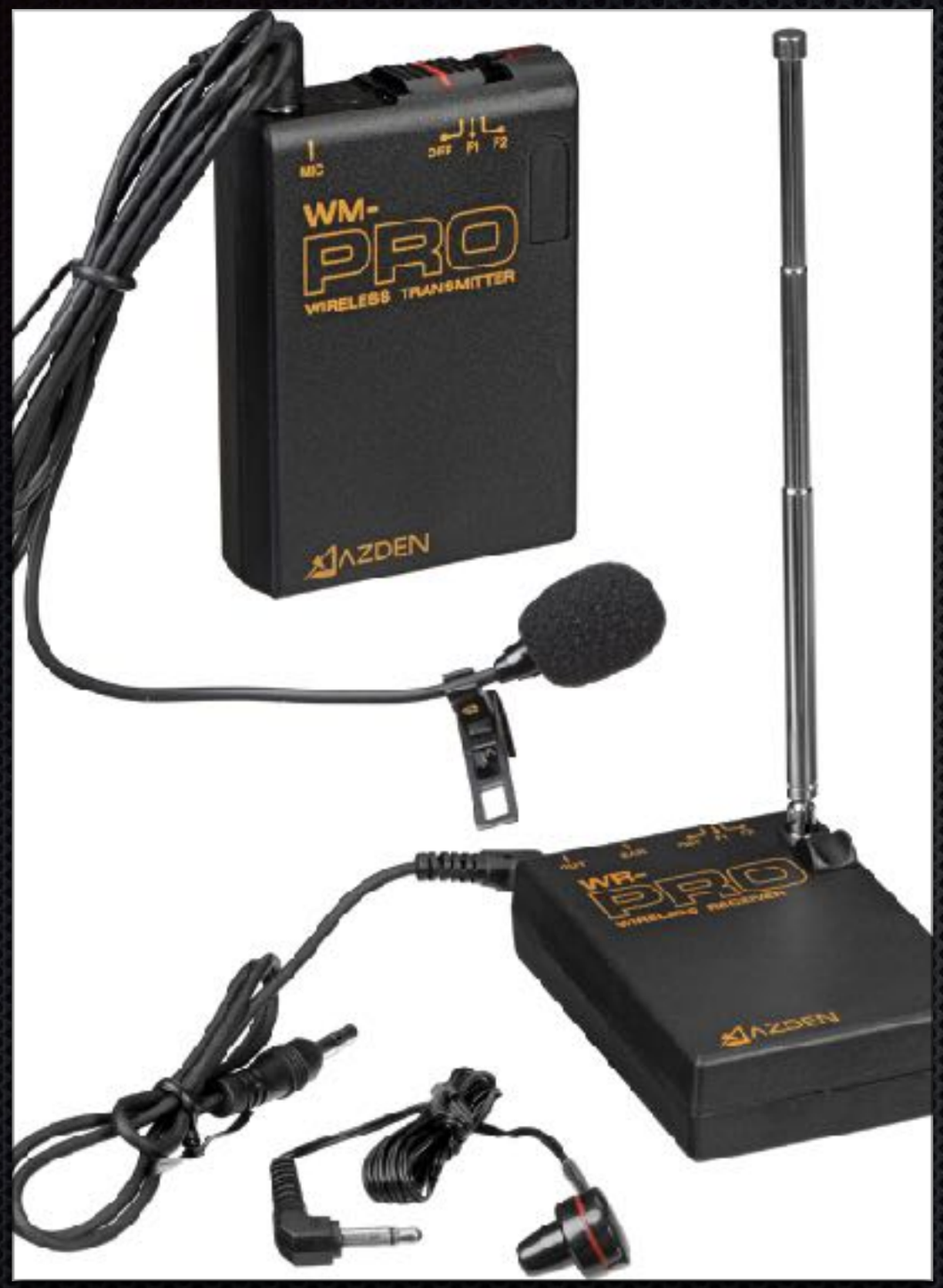
- Easiest to use
- Good video
- Not so great sound
- No sound inputs
- Storage limitation
- $

HD Professional

- Great video quality
- High quality sound
- Sound inputs
- High file storage
- $$$$

Home video camera

- Easy to use
- Good video quality
- Sound inputs - check
- Moderate file storage
- $$


WM-
PRO
WIRELESS TRANSMITTER
AZDEN
WR-
PRO
AZDEN

SHURE

Omnidirectional mic

- Good universal mic
- Cumbersome
- XLR or mini jack inputs
- Accessories
- $

Lavaliere mic

- Good sound quality
- Mobile - especially wireless
- Limited users
- $$

Headset mic

- Good sound quality
- USB or mini jack inputs
- Good for voiceovers
- $

Sound recorders

- Professional quality
- High storage volume
- XLR inputs
- 2 channels
- $$

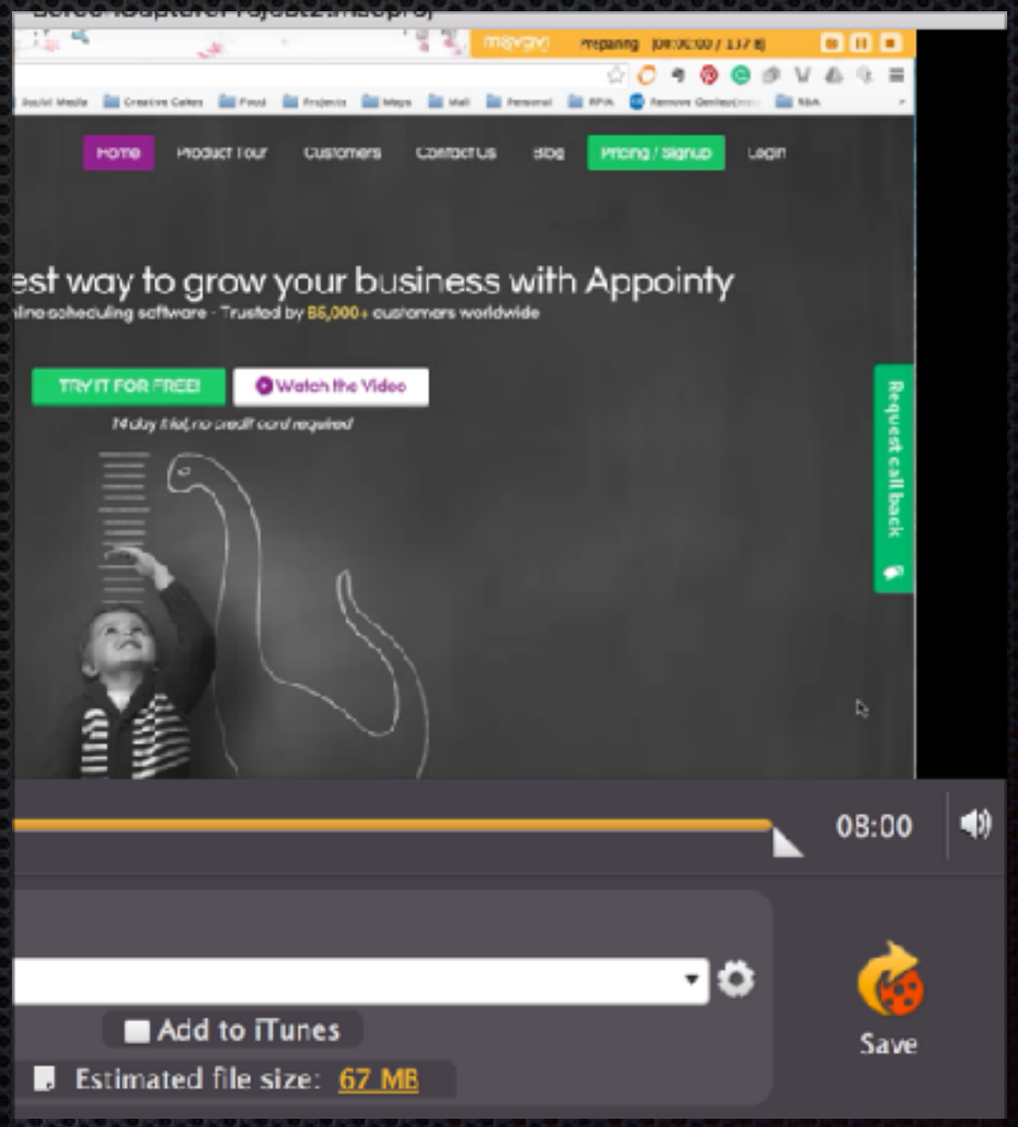
Other video content

Presentations

- Powerpoint, Keynote, Prezi
- Record voiceover within presentations

Video Capture

- Software downloadable from the Internet
- Great for showing how to work any computer based application



Housing your academy

YouTube

- Easy to upload
- Create a channel
- Playlists for departments
- Non-video docs not supported
- No fees

DropBox

- Easy to upload
- Interface not as friendly as YouTube
- Allows for adding other files: docs, photos, etc.
- Annual fee for added storage

Schoox

- Designed to be an online academy
- Build courses with a curriculum
- Step-by-step advancement
- Monitor employee’s progress
- Monthly fee

Questions

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