Best Practices to Bring Your eLearning Modules to Life

Laura Schreiber, Professional Voice Over Actor and eLearning Narrator
Columbia: Where we thought we were going and where it all started for me

Low Library and Lawn at Columbia

And instead, I am here:
• So besides my college and graduate degrees from Columbia, what qualifies me to stand here and talk to you about eLearning?

• Well, since 2015 I’ve been a full time voice actor

• I’ve done eLearning for corporations and academic institutions, and clients include:
Current Trends in eLearning

YO:

• Yoda says “You must unlearn what you have learned.”

• Everyone used to want a professional narrator

• Now it is all about role playing

• What is driving this trend?
  • could it be the new technology?
  • could it be the emphasis on gamification and mobile apps?
The Questions you never knew you had to ask voice over actors EVERY single time you hire them:

- Yoda says “The greatest teacher, failure is.”
- What is your turn around time?
- What is your revision policy?
- What is your pickup policy?
- Are you full time (and why does this matter—because it really does)?
It’s in the Tech

• Yoda says ““Size matters not.” But tech does!

• While the LMS matters, so does the tech of the VO!!!

• You need a client who knows how to label and split files

• Do you need a live session? You need a client who can self direct or offer for you to patch in.

• The microphone, the preamp, the interface- that all effects the audio that you here.
The Price of the VO and What it Indicates

• Yoda says “You will know good from bad when you are at peace and passive.”

• There are voice over industry standards for pricing.

• Union and non-union talents have minimums and rate guides that we post and share on line.

• Those of us who have invested in expensive studios work hard to maintain industry standard rates.

• If one talents rates are well below everyone else’s, run for the hills!
Questions?

• Thank you for coming!

• Yoda says “Mind what you have learned. Save you it can.”