HD Productions, Inc.
an instructional design company

Choosing the right delivery method

There are many ways to present information. The method you choose impacts how the audience engages with and retains the information as well as the cost and time it takes to develop and deliver the presentation.

HD Productions excels at helping you discover and create the right delivery method for the information you want to present to achieve your desired outcomes.

From facilitator-led discussions and webinars to online training, eLearning, videos, and job aids, HD Productions can deliver it all in a format that aligns to your business' needs.

Here are some common delivery methods and the pros and cons of each.

Delivery Method	Purpose	Pros	Cons
Facilitator led	• Deliver content at any level of Bloom's Taxonomy (Awareness, Competency, and Mastery) in person • Coach behavioral change	• Highly engaging peer-to-peer learning • Opportunity for networking with colleagues	• Participant time away from role • More expensive (cost of travel, presenter, materials, venue)
Webinar (virtual)	• Deliver content at the Awareness or Competency levels over the Internet or telephone • Demonstrate and practice new skills	• No travel costs: Audience in any location	• Easier for audience to be distracted
Web-based/video	• Deliver content at the Awareness or Competency levels over the internet • Self-paced	• Participant determines rate of completion • No travel or presenter costs	• Audience may perceive presentation as passive or impersonal • May require a hosting platform
Just-in-time video or job aid	• Deliver information just prior to use • Self-paced	• Typically, very short and targeted at a skill or competency and audience • High engagement and retention – information presented is immediately used	• May require multiple versions – one for each audience • May require a hosting platform