



**Research-backed professional development  
empowering you to achieve better learning  
outcomes across all delivery modes**

## Team Memberships

Your learners deserve the best, and so does your team

Hi – I’m Deniese – and I personally research, create, and present professional development. With this PD Membership approach, you and your team are getting direct access to an award-winning researcher and best-rated presenter who’s passionate about helping teams succeed through great learning outcomes (*and increased day-to-day job satisfaction*).

### What exactly do you get with ‘membership’?

Membership means each of your nominated participants (members) receive 12-months access to a 24/7 online video platform packed with bite-sized, digestible professional development video sets (average 10-15 minutes per video), enabling them to dip in and out of high-quality PD as time permits.

No scheduling nightmares, no “sorry I missed the session” – just practical, research-backed insights available when you need them.

**Think Netflix for professional development** except everything is specifically designed for busy trainers and learning designers in vocational education and workplace training settings. Every strategy presented is based on current hands-on research conducted with real trainers and real learners navigating real content and challenges – in short, every strategy presented has been proven to work.

This PD covers everything from avoiding common assessment design pitfalls and increasing assessment completion rates, to solving why those due date reminders don’t work, and of course foundation topics such as slide design that enhances (rather than sabotages) learning, and of course addressing digital skills as a barrier to learning participation (see the more comprehensive list on page 6).

The best part? Your team learns at their own pace, in their own time, focusing on the topics they need as they need them.

Prefer interactive webinars? We’ve got you covered! I host **monthly webinars** for those all-important interactive discussions and live chats.

- ✓ Research-backed professional development
- ✓ 12-month membership, **start anytime** throughout the year
- ✓ Completely on-demand via digestible video sets
- ✓ Easy-to-navigate content
- ✓ Monthly interactive webinars
- ✓ Pay per user - the bigger your team, the bigger the discount
- ✓ Each person’s 12-month membership starts the day they are enrolled (your team don’t all have to start the same day)
- ✓ Customised ongoing support

## Why teams choose us for their professional development

"Our team engage with these resources more than any other PD available ... and it's the most cost effective!" *Natasha, Educator Quality Manager*



"Now in our second year with Deniese's platform, it's still our most talked-about PD resource. Deniese is incredibly hands-on and supportive. Always there when we need her, and not when we don't." *Diana, QA Manager*

"Thanks to this PD we're now seeing genuinely engaged students, positive learning outcomes, and happy trainers. Not only was this PD the best investment we made, but it's now an essential part of our onboarding process for every new hire." *Karen, Director of Online*

"We have had such great feedback from the active learners with some stating it has been the most rewarding experience of 2025!" *Jo, Educator Capability Manager*

## The challenges most teams face

Most team leaders tell me they're frustrated with professional development that sits unused, or webinars that get booked but nobody shows up, or most commonly of all, team members who attend sessions yet never seem to implement any changes.

Sound familiar?

I get it – I've been there too. That's why I've spent the last several years working directly with team members from a variety of organisations to figure out what actually gets people engaged *and* transforms their practice.

## Our results are different!

**Most teams setting a professional development target of 1-hour per month, and with these resources we consistently see 80% of members achieving this 80% of the time**

Best of all, engagement with this PD flows across to other learning opportunities where teams report seeing more strategic PD selection (and less wastage), better attendance, and team members taking follow-up action to implement what they've learned.

### What actual practice change looks like:

- One educator reported: *"From Deniese's training, I went from a very nervous, quite reluctant presenter to leader trainer for NSW."*
- A senior lecturer applying strategies learned through this PD platform redesigned a course that had experienced long term low engagement, they wrote *"Our results have jumped from 36% to 74% passing the course even before we've finished implementing all we've learned from you".*

This practice change happens by design. For example, the first video set recommended as essential for all participants teaches evidence-based strategies for translating PD into practice. Our research demonstrates the impact: educators using our PD strategies for one year increased their post-PD implementation rate from 12% to 77% - transforming PD from passive consumption into active practice change that directly benefits learners.

## Engagement data across our membership community

Here's the PD engagement we see typically across our membership community of 2,000+ trainers and learning designers each year:

Types of engagement	Typical team %	Videos/mth	Minutes/mth
High performers	30%	6.75	74.25
Average	50%	4.25	46.75
Below average	20%	1.5	16.5

\* Average engagement data; Captured February 2024 to July 2025

As for **webinar attendance** across our member base:

- High performers: 8 webinars/year - 3% of members
- Average: 3 webinars/year - 12% of members
- Non-attenders: 85% of members prefer on-demand video content only

## What makes this PD different?

**Research-Backed Content:** I maintain an in-house research team - a capability I know of no other PD provider having. This resource enables me to empirically test teaching and learning design strategies using control groups and qualitative validation prior to transforming insights into PD. Furthermore, ongoing research keeps content current, particularly in rapidly evolving areas.

**Single-Expert Consistency:** I personally present all video content and facilitate all coaching sessions and webinars. This means your team feels personally guided through their entire professional development journey, building trust that enhances engagement. This contrasts with providers who rotate facilitators of varying commitment and expertise.

**Immediate Access to Established Video Library:** Your team gains day-one access to a comprehensive, proven video library - no development lag time. Content has been refined over years with core strategies validated across thousands of educators who have experienced uplifts in their learner engagement and outcomes.

**Proven Multi-Year Delivery:** Several large institutions have renewed their PD partnerships with us for multiple consecutive years, with some now entering their fourth year of continuous engagement. These sustained relationships reflect our capacity to maintain relevance, responsiveness, and measurable impact - and the willingness of institutions to not only renew but expand participation numbers year over year demonstrates the tangible value educators and institutions derive from this PD model.

## Two simple membership options

I know you're busy, so let's make this straightforward:

Do you want your team to have access to Videos Only, or to Videos + Webinars?

**Either way, the more members you bring in a calendar year, the bigger your per-member discount!**

BASIC Membership			REGULAR Membership		
Videos only			Videos + Webinars		
Team size (annual)	Cost per user per year (incl gst)	Discount applied	Team size (annual)	Cost per user per year (incl gst)	Discount applied
1-4 members	\$175	0%	1-4 members	\$215	0%
5-20 members	\$158	10%	5-20 members	\$194	10%
21-49 members	\$149	15%	21-49 members	\$183	15%
50-99 members	\$131	25%	50-99 members	\$161	25%
100-199 members	\$114	35%	100-199 members	\$140	35%
200-499 members	\$79	55%	200-499 members	\$97	55%
500+ members	\$61	65%	500+ members	\$75	65%

I regularly deliver webinars for leading providers which they then sell at \$75-\$125 per attendee for single events. If you separately purchased attendance at the webinars included free in this membership plan, it would cost \$800+ for just one person!

By comparison, this membership option represents significant savings, added value, and no wasted registration fees. Plus you have the on-demand video access which we've observed is the most popular way of learning among busy professionals. The bigger your team each calendar year, the more added value we include (see table of inclusions over page).

## What's included (by team size)

Team size (annual)	1-4 members	5-20 members	21-49 members	50-99 members	100-199 members	200-499 members	500+ members
Quarterly engagement report (without being too Big Brother about it)	-	Y	Y	Y	Y	Y	Y
Custom welcome and overview session to introduce your team to the platform and answer questions (45-mins via Teams/Zoom)	-	-	Y	Y	Y	Y	Y
Coaching session for team leaders and PD champions, discussing strategies to drive up teamwide PD engagement – we'll discuss your ideal learning plan too (60-mins via Teams/Zoom)	-	-	-	Y	Y	Y	Y
Custom video for your intranet opt-in page	-	-	-	Y	Y	Y	Y
Quarterly debrief meeting to discuss challenges being experienced and receive tailored recommendations	-	-	-	-	Y	Y	Y
Interactive Q+A session hosted exclusively for your team each quarter (45-mins via Teams/Zoom)	-	-	-	-	-	Y	Y
Annual interactive webinar, exclusively with your team – perfect for those PD Week initiatives	-	-	-	-	-	-	Y

Automatically included, these added services for teams with 200-499 members are valued at \$6,000 and \$7,300 for 500+ teams – however you're just pay the per-user price shown on page 3

## We take care of 'nudges' for you

Yes, we do capture Video Play data which we proactively match to our membership list. These insights are used to trigger individual nudges to each member as needed:

- ✓ 6 weeks after enrolling: Reminder to dive into the video platform
- ✓ Once a month: Linking to an interesting video (pitched as a digestible quick-tip)
- ✓ Once a month: Webinar invitation
- ✓ Every 2 months or so, a friendly nudge if they haven't engaged in that window

**We don't spam members!** We track the success of these nudges by monitoring their impact on Video Play rates and adjust our tactics accordingly. No junk mail – ever!

## Flexible payment options

We understand the realities of working within different budget systems and the constraints inherent in different organisations. Some teams like to pay a single annual invoice, while others need a pay-as-you-go monthly option.

- ✓ We'll work with your needs
- ✓ Start anytime throughout the year!
- ✓ Each team members 12-month membership only starts once they've been registered, enabling you to register new users throughout the year starting at different times
- ✓ FYI - We recommend each team member is given the opportunity to "opt in" rather than a blanket approach where you automatically enrol everyone

Let me give you some examples from recent clients.

***The “one group at a time” approach.*** This organisation wanted just over 200 members enrolled but needed to bring them on one team at a time. We set them up on the 200+ member rate and then invoiced them each month only for the members who had joined that month. One month they had 30 members opt-in, the next it was 45 members, the next it was only 15, etc. No problem! By month 7 everyone who wanted to join was on board and engaging, and the total cost was spread out over several months (which kept the finance team happy). Now we only send an invoice as new people join their team and are added to the membership plan.

***The “let’s secure this now” approach.*** Another team knew they only had one shot at getting a request for funds through procurement. They had around 75 team members to register straight away, and with plans to buyout a competitor company, they knew another 50 team members or so would be joining over the following year. They paid up front for 150 spots, and we only activated each person's 12-month access as they came on board. Those 150 spots have now all been filled, and we'll invoice as needed for the 1 or 2 people who join their team each month (still at that discounted rate for 100+ members).

***The “complementing our TAE content” approach.*** The final example is from a team who deliver TAE training services. They've decided to incorporate these video resources into the TAE units they deliver. They've selected the video-only (no webinar) option with the discount rate aligned to the number of TAE learners they support each year. We invoice them quarterly for the learners/members they've registered to start during that period. Their learners appreciate the added-value content, and this team have done a great job of weaving the resources in with their other content and use these videos frequently as practical discussion prompts.

## Want individual 1:1 coaching

Some teams like to include some 1:1 coaching sessions for a few individual team members. Talk to me about pricing to add these to your package – it works brilliantly as a ‘scholarship’ reward opportunity.

**Ready to transform your team's professional development?**

**Every team is different, so let's chat to find the right option for you**

**CLICK [HERE](#) TO Book A MEETING ANYTIME**

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