

# SUCCESS STORY

## Webcasting for Engagement

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### TELL US A BIT ABOUT IPAA AND YOUR NEED TO COMMUNICATE?

IPAA NSW is a branch of the Institute of Public Administration Australia (IPAA), the nationwide professional association for those involved in public administration. We are a voluntary, non-profit, member-based organisation that enables people with an interest in public administration and public sector reform to exchange ideas on trends, practices and innovations. With a geographically dispersed membership base, government budget constraints and an increasing need to educate, we needed to find a better way to reach and engage our rural members.

### SO, HOW DID IT ALL COME TOGETHER?

Very easily! In 2014, we decided to use webcasting to stream our annual conference for the second year in a row. The event was a huge success. We had increased our physical attendance by 100 delegates and our virtual attendee list grew by 550 more delegates compared to the year before!

I knew that there would be an improvement but I never thought it would be this significant so it was really great to see.

### WHAT IMPRESSED YOU THE MOST ABOUT THE WEBCAST PLATFORM?

My favourite thing about the webcast platform was definitely the ability to increase engagement with our members.

This was done through by using polling, surveys and the social media capability. We even included the live Twitter feed to assist with questions from virtual and live attendees. This really helped to get the members involved and took our event to another level.

Another great thing about the webcast platform is the ability to get access to full reporting post event. This feature is quite useful as it allowed me to analyse the event and measure it's success really easily.

It's just great to be able to quantify all of that information and present it in a clean report style.

## DO YOU ALSO OFFER THE RECORDING ON-DEMAND?

Yes, I think in this day and age it is almost expected that the event recording will be provided after the date. We host the webcast on a Redback hosted site for 12 months and anyone who registered for the event is able to access it. This is so useful because it allows people to view the webcast when and where it is the most convenient for them. Our rural and dispersed members absolutely love this capability and it really has made a huge difference to them.

## WHAT WAS IT LIKE WORKING WITH REDBACK?

Redback kept everything so simple and were completely solution orientation. They didn't try and baboozle me with jargon or anything - they simply delivered on everything they said they would. I couldn't be happier with the result and am really looking forward to our next event!

INCREASE  
ENGAGEMENT  
WITH POLLS  
AND SURVEYS  
Tip for new  
players...

## SUCCESS IS IN THE STATS

**HOSTED**  
second digital AGM



**USED TWITTER  
INTEGRATION**  
for live Q&A



**ON-DEMAND**  
recording for  
rural and  
dispersed  
members



Physical  
attendance grew  
by 100 delegates  
year on year



**VIRTUAL  
ATTENDANCE**  
Grew by 550  
delegates



**REDBACK**  
customer since

