



WHY DID YOU DECIDE TO USE WEBINARS?

The Australian Veterinary Association is a professional organisation that represents veterinarians across Australia.

One of our main functions as the peak body is to provide CPD programs to our members as this will help to drive the profession which will benefit animals, the community and our members.

Being an Australia-wide association, our members are located nationally which means that not all of them can attend our conferences or workshops. Webinars allowed us to bridge a gap and offer all of our members the opportunity to continue their professional development at an affordable cost.

WHAT ARE THE MAIN BENEFITS OF DELIVERING CPD ONLINE?

The main benefit is definitely the fact that our members don't have to travel to attend an event that they are really interested in. They now have the ability to attend these events from the comfort of their own home or office.

Also, we're very lucky that our small interest group of small animals is able to offer their members the webinar invitations as part of their member subscription.

That is a huge benefit for our members and definitely sets us apart from our competitors.

WHAT WAS THE GREATEST CHALLENGE YOU EXPERIENCED ALONG THE WAY?

The greatest challenge for me was always choosing the right topic. Initially, we saw very few registrations because we chose the topics for our members. As a result, we decided to survey our members on the topics they wanted and this proved to be really effective.

Once we had the final topics, it was only a matter of finding the right presenter and offering it at the right price.

WAS IT DIFFICULT TO FIND PRESENTERS?

Initially some of the presenters we approached were reluctant to get on-board. However, with the help of our Redback Event Managers and their extensive resource library, we were able to overcome any fears or doubts and all our webinars have gone ahead without a hitch.

Information such as Presenter Handbooks and quick one-on-one online training sessions have proved to be invaluable - it just gives us and our presenters that peace of mind.

WAS IT HARD TO USE WEBINAR TECHNOLOGY?

Personally I was a little terrified of webinars! At the beginning we had a few issues with the sound quality from the internet as many of our members are based in rural and remote areas.

With Redback's advice we switched to a hybrid solution which gave our participants the ability to dial in and listen through the telephone - this alleviated these issues right away.

HAVE YOUR WEBINARS BEEN SUCCESSFUL?

Yes! Through our webinar marketing plan, we have managed to increase our webinar registrations by 150%. I put this down to two factors - getting the topic right and ensuring the key messages are repeated as often as possible.

This includes having a sound email campaign strategy and holding our webinars at the same day/time every week as this lets the audience know exactly what to expect. Consistency is definitely key!

YOU'VE STARTED GAINING SPONSORSHIP FOR YOUR WEBINARS - HOW'S THAT GOING?

Sponsorship has been incredibly helpful in ensuring the success of our events as it gives us more resources and access to a larger database.

The trick is to plan and set your topics and speakers well in advance so you're then able to create and deliver a prospectus to your partners. This lets them clearly see the topics they might be interested in sponsoring.

WHAT HAVE YOU LEARNT FROM YOUR PROGRAMS AND WHAT ARE YOUR PLANS FOR THE FUTURE?

The best piece of advice I would give is to just go for it! Market well, plan it, make sure you have a clear set of topics and speakers and definitely get feedback from your audience.

Also, don't be afraid to ask for help - whether it's from your Event Managers or financial assistance from sponsors.

It's all pretty exciting stuff so watch this space!

Success is in the stats...

2010

Started using Redback



Hybrid solution to overcome sound quality issues



Webinar Time
6 pm - 8 pm



Webinars held in 2016

150%

Increase on webinar registrations

\$0-\$80

Amount charged for webinars - different pricing model depending on membership level

KEEP IT CONSISTENT + DON'T BE AFRAID TO ASK FOR HELP

TIP!



www.redbackconferencing.com.au
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