

THE PROFESSIONAL CONFERENCE ORGANISERS ASSOCIATION  
MAXINE TOD, DIRECTOR OF BUSINESS PARTNERSHIPS  
MANAGED WEBINARS FOR ONLINE PERSONAL DEVELOPMENT

## WHY DO YOU USE WEBINARS?

We've been using webinars for a few years now and they've really helped us to develop an ongoing Online Personal Development program for both our members and non-members.

Our webinars help people in the conference, meeting and events industries by providing them with the tools to develop their professional and personal skills as well as advance in their careers.

## WHAT WAS THE SITUATION LIKE BEFORE USING REDBACK?

Before we started using Redback we didn't really have any online learning resources as we mostly used our annual conference, newsletter and blogs to reach and educate our members.

While we still use all of those resources, webinars have allowed us to expand our horizons and offer so much more value by giving our members more diverse content and a whole new platform to engage with.

## WHAT IS YOUR FAVOURITE THING ABOUT WEBINARS?

I absolutely love the flexibility webinars offer when it comes to viewing time and location. Another advantage is the fact that webinars can be archived and viewed repeatedly.

This makes it so easy for people to access content when and where they want to, and it also allows us to re-purpose our webinars when needed.

## WHAT BENEFITS HAVE YOU GAINED FROM USING WEBINARS?

The main thing we have gained is the ability to provide a regular Personal Development Program for PCOA members and business partners.

This has really enriched our entire events program and allowed us to explore a range of topics through snappy 30 minute webinar sessions.

We now also have a consistent audience for our events and the community we have developed is great. Our members find that the value offering for their membership is so much better and they have gained some great skills along the way.

## HOW MUCH DO YOU CHARGE?

Our webinars are free for all members and business partners, however we do charge \$25 per event for non-members.

We do get non-members join each webinar which benefits us in two ways. Firstly, it's a great revenue generator and secondly, it means we are reaching a wider audience who could potentially become members in the future.

We are really happy with the registration numbers so far and will stick to the same price guide in the future.

## HOW DO YOU CHOOSE YOUR PRESENTERS?

We get most of our presenters from experienced PCOA contacts within the meetings and event industry.

When looking for a presenter we are really focused on making sure they can offer real value to the audience through presenting engaging content. Generally we will find the presenter first and then let them make the decision on the topic they present.

## WHAT HAS THE FEEDBACK FROM MEMBERS BEEN LIKE?

I am so happy with the feedback we've received! It has been consistently positive and it seems that the audience is really enjoying our presenters and topics.

From learning how to handle difficult conversations to getting tips of blogging for business - the skills are invaluable and the engaging nature of the sessions mean that everyone leaves feeling really happy.

## IF YOU COULD DO IT ALL OVER AGAIN, WHAT WOULD YOU CHANGE?

To be honest everything, is going so well I can't think of anything to change! The webinars have been a great resource for PCOA members, non-members and business partners - we're looking forward to seeing what the next year holds!

*Success is in the stats...*

2014

Started using webinars...

4

Preferred Days  
- Tuesday  
- Thursday

Webinar Time  
1:30 pm - 2:00 pm

15

Webinars held in 2016

45%

Average Attendance Rate

\$25

The amount charged to non-members

PROVIDING INVALUABLE CONTENT TO MEMBERS

Biggest Benefit

