

## WHAT WAS THE SITUATION BEFORE REDBACK?

Before Redback, we used a blended approach to communicate with our key stakeholders - this included a combination of face to face seminars, online publications and hard copy newsletters.

While this method proved effective, we needed to find another way to educate and engage members that would take up fewer resources both financially and physically.

## WHY DID YOU DECIDE TO USE WEBINARS?

Travelling to and from regional locations to present in a face to face capacity was becoming incredibly costly - we needed to find another way. In saying this, our industry is quite conservative and the majority of our members are 65 and over.

We knew digital was the answer but we needed to ensure that we didn't alienate our members and that the program would be easy to implement. This is where Redback came in.

## HOW DID IT ALL START?

In 2013, we decided to launch a webinar pilot program aimed at members who were based in an office environment with easy access to the internet and who had a higher degree of technical knowledge.

We created a branded testing page to ensure all registrants could test their system before the webinar as this would guarantee them access. It worked so well because all technical issues were dealt with before the event which gave us and our members complete peace of mind.

## WHAT HAS THE FEEDBACK BEEN LIKE?

The first webinar attracted 44 registrations and feedback from the attendees was great. An attendee even said that the webinars were 'informing the audience in a way they want to be informed' which was just amazing to hear,

Feedback from those joining is incredibly important for us as this is how we measure our return on investment.

For us it is all about the satisfaction of our members - if our levy payers are happy then that equals a successful outcome and tells me that we're onto a good thing!

## WHAT IS THE GREATEST ADVANTAGE OF USING REDBACK MANAGED WEBINARS?

The best thing about Redback Managed Webinars is knowing that someone is there to help you every step of the way.

When we launched the pilot, I decided to use the Redback Managed Webinar solution to assist with the rollout. We had never been involved in running webinars before so we wanted to make sure we had the support we needed.

We were dealing with people who had never taken part in any conferencing whatsoever so in order for this to work having technical support. Knowing that someone would pick up the phone at the other end was a critical factor as it ensured we were supported throughout the entire process.

## WHAT ADVICE WOULD YOU GIVE SOMEONE LOOKING AT STARTING THEIR OWN WEBINAR PROGRAM?

The main thing I have taken away from our webinar programs and something I cannot stress enough is to have confidence in your decisions.

There is always going to be scepticism at first but it is important to stand by your decision, cover all bases and ask the right questions.

## WHAT HAVE YOU GOT PLANNED FOR THE FUTURE?

The success of the first webinar program has opened up so many opportunities for us. Sugar Research will now launch phase 2 of the series where we will be targeting younger members.

I'm so excited to run more webinars and see where they go. I think I'll stick to the managed solution - it's so easy and nice to know that someone is in the background looking after everything.

I truly believe that anyone starting to work with the Redback team should be confident in their expertise and exceptional service. I can't wait to see how our programs develop in the future!

*Success is in the stats...*

2013

Launched pilot program

44

People registered for first webinar

10

Webinar Time  
10 am - 11 am

65+

Majority of member base is aged 65+

4

Preferred Day  
- Wednesday

FREE

All webinars are offered Free of Charge

**HAVE CONFIDENCE IN YOUR DECISIONS..**

Key Takeaway