

REDBACK

CASE STUDY  
Cover-More Group

**Cover-More**

GROUP LIMITED

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# Audio Webcasting Case Study

## The Case

**Name:** Jennie Pryor

**Organisation:** Cover-More Group

**Position:** EA to Group CFO

**Industry:** Insurance

**The Challenge:** Finding an engaging and interactive way to deliver shareholder updates

**The Solution:** Redback Audio Webcasting

When you're tasked with delivering compulsory shareholder updates every six months you want them to be engaging. You want to allow for interactivity and offer something more than just an email. Jennie Pryor explains how she used audio, on-demand webcasting to provide her audience with a collaborative online experience - it can be done.

## The Situation

Cover-More Group is an Australian ASX listed company that has been providing travel insurance and medical assistance to Australians for more than 30 years. Currently, Cover-More has 40% of the market in Australia and in 2015 they provided travel insurance to more than 2.2 million people worldwide.

As a listed company, Cover-More is required to report every six months but did not want to only employ email to connect with their shareholders. They wanted a medium that could offer immediacy, interactivity and much stronger engagement.

Executive Assistant Jennie Pryor explained: "we needed to engage our audience but we also needed it to be easy. "Webcasting was a cost effective, professional medium that allowed us to communicate online and then host our content on-demand for as long as we needed to."

## The Solution

After speaking with the Redback team Jennie hosted her first online shareholder announcement. The solution? An on-demand audio webcast combined with a live Q&A Session.

"The event was incredibly easy to plan and because the webcast was audio only I could navigate the slides while our presenters were speaking," said Jennie. "Redback then managed the flow of calls for the Q&A that followed the presentation."

The webcast was then hosted on-demand on the Cover-More website which allowed anyone to watch it in their own time.

## The Result...

So far the audio webcasts have been a great success. They have helped to bridge a gap allowing shareholders to listen to the updates, both live and on-demand with the ability to partake in live Q&A sessions.

Hosting the webcast on-demand also allows the information to be easily accessible for the public, creating longer lasting content and a better way for shareholders to access vital information.

For those considering making a shift to the online world, Jennie understands that while it can sometimes be daunting, there's always help out there.

"When you have 300 people counting on you and every detail matters, you definitely want everything to be perfect. That's why it helps when you're working with incredibly relaxed yet professional people that you can rely on," she says. "Redback made it easy and it meant that I didn't have to worry about the little things - once they became involved, the process became painless."