

REDBACK

CASE STUDY
Institute of Public Administration Australia



Redback Conferencing
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The Case

Name: Jo Rose
Organisation: IPAA NSW
Position: Communications Manager
Industry: Professional Association
The Challenge: Finding a cost effective way to engage rural members
The Solution: Redback Managed Webcasting

A geographically dispersed membership base, Government budget constraints and an increasing need to educate – find out how webcasting their annual conference for the second year running increased attendance, reach and engagement.

IPAA NSW is a branch of the Institute of Public Administration Australia (IPAA), the nationwide professional association for those involved in public administration. It is 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. It has divisions in all states and territories and a national support office.

In 2014 they decided to use webcasting to stream their annual conference for the second year in a row. Here's a snapshot of how it worked and the astounding results!

The Situation

- › Geographically dispersed membership – many based in regional locations
- › How can we provide information and communicate to our regional members?
- › Government and Member budget constraints
- › Time poor membership – our members simply can't take time out of the office

The Solution

- › Live streaming the entire event
- › Live Twitter integration to assist with questions from virtual and live attendees
- › iOS and Android compatibility for all
- › Virtual Polling to understand the drivers for those watching remotely
- › Full reporting and 12 months hosting

The Result

- › Increased Physical attendance by 100 delegates from previous year
- › Increased virtual attendance by 550 delegates from previous year
- › Achieved a national reach with attendees logging on from all over the country
- › Increased engagement with members due to polling, survey and social media capability

Final words...

"Redback kept everything so simple and were completely solution orientated. They didn't try and bamboozle me with jargon or anything – they simply delivered on everything they said they would."
– Jo Rose