

COVER-MORE GROUP  
JENNIE PRYOR - EA TO GROUP CEO  
AUDIO WEBCASTING FOR SHAREHOLDER UPDATES

## TELL US A BIT ABOUT WHY YOU DECIDED TO USE AUDIO WEBCASTS.

Cover-More Group is an Australian company that has been providing travel insurance and medical assistance to Australians for more than 30 years.

In 2016, we provided travel insurance to 3.8 million travellers and helped 42,000 customers with emergency assistance

In 2015 we were required to provide a shareholder update. However, we wanted to connect with our shareholders using more than just email. We wanted a medium that could offer immediacy, interactivity and much stronger engagement.

After speaking to Redback, we decided that audio webcasts would be the best solution for us.

## WAS IT HARD TO TRANSITION FROM EMAIL ONLY TO WEBCASTING?

Not at all! Shortly after getting in touch with Redback, we hosted our first online shareholder announcement. It was incredibly easy to plan and I absolutely loved having the live Q&A Session at the end.

We had never done anything like this before, and it was great to see how engaged our shareholders were. On top of that, we could include so much more information in the update than we previously did and it all felt a lot more personal than just sending out an email.

## AND HOW DID YOU FIND THE TECHNOLOGY?

As this was our first time, I have to admit I was a little nervous. When you have 300 people counting on you and every detail matters, you definitely want everything to be perfect.

Because the webcast was audio only, all I had to do was navigate the slides while our presenters were speaking. This allowed them to focus on the content and they didn't have to worry about the technology component.

The Q&A Session was fully managed by the Redback Support Team who used the operator assisted function to queue the flow of calls. When it was someone's turn to ask a question, their line would be unmuted.

This made everything run really smoothly and it gave me peace of mind knowing that the Support Team were on hand in case anything went wrong.



Working with Redback made the whole process so easy. It really helps when you're working with incredibly relaxed yet professional people that you can rely on.



## DO YOU ALSO HOST YOUR WEBCASTS FOR ON-DEMAND VIEWING?

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

Hosting is definitely a big benefit as it allows the information to be easily accessible to the public, creating longer lasting content and a better way for shareholders to access vital information.

## WOULD YOU RECOMMEND WEBCASTS TO OTHERS LOOKING TO BOOST THEIR ENGAGEMENT?

Most definitely. Webcasts have made a huge difference to the way we interact with our shareholders. They have helped to bridge a gap by allowing shareholders to listen to the updates both live and on-demand, with the ability to partake in live Q&A sessions.

This has made the updates so much more interactive and engaging, and has helped us create a stronger relationship with our shareholders.

## ANY FINAL WORDS ON WORKING WITH REDBACK?

Working with Redback made the whole process so easy. It really helps when you're working with incredibly relaxed yet professional people that you can rely on.

Knowing that they are there every step of the way meant that I didn't have to worry about the little things - once they became involved, the process became painless.

*Success is in the stats...*



In 2016 provided travel insurance to 3.8 million people world wide

2015

Started using Redback



Driver: To provide shareholder announcements



Solution: Live Webcast + Q&A via operator assisted teleconference



Hosted on-demand video for 12 months

300

Live attendees

TO PROVIDE INTERACTIVITY + ENGAGEMENT

