

WHY DID YOU DECIDE TO USE WEBINARS?

The Mental Health Professionals' Network (MHPN) is a project funded by the Department of Health and Ageing. We support primary mental health practitioners through local networks and our online professional development webinar program.

Originally the Department indicated that they wanted us to do something with that portal and while we weren't too clear on what we wanted to do, we knew that it needed to an online networking activity.

We thought we might run some webinars that would emulate our face to face network meetings. We had no idea how successful they would be but 52 webinars later that initial idea has remained pretty the same.

YOU HAVE A LOT OF HIGH PROFILE PRESENTERS, HOW DO YOU GO ABOUT TRAINING THEM?

I always make sure that I am very clear on what I want my presenters to do. I tell them right from the beginning that they will be participating in a case study discussion, something that's not foreign to them.

I also try and minimise the technical requirements that will be required of them - I've got Redback on-board to take care of that so my job is to make sure my panel is focused on their clinical role and input as opposed to the 'online aspect'.

This takes so much of the pressure off and allows them to focus completely on the task at hand.

HAS USING CASE STUDIES AND Q&A HAVE HELPED YOUR PROGRAMS?

Most definitely! Providing case studies to our participants has definitely contributed to the high level of interaction and engagement during our webinars.

We usually give the case study as a predisposing activity as this helps them to engage from the beginning and ensures that once they join the webinar they are familiar with the content.

The second thing we do during the registration process is ask people to submit questions that they would like to have answered by the panel. I then collate them, provide them to the facilitator and have them ask our panel on the night.

YOU'VE HAD 25,520 PEOPLE WATCH YOUR LIVE WEBINARS AND 131,000+ RECORDINGS DOWNLOADED - WHAT'S YOUR SECRET?

The secret is definitely to keep your programs simple and not to over- complicate anything. I think that really resonates with participants and presenters. Like Redback, we are very customer orientated which means we only ever offer our webinars after hours.

We know that much of our audience are in private practices so business hours are a chance for them to make money and not necessarily engage in Professional Development. One of the other contributors to our success is that we have been very good at recruiting recognised leaders in areas of mental health.

CAN YOU GIVE US ANY TIPS ON RUNNING A SUCCESSFUL WEBINAR?

As with most things in life, the key is to prepare! Before the webinar, we make sure to run technical briefings with all of our presenters and facilitators.

This not only helps to get them familiar with technology but also allows them to get comfortable with each other as a panel. Most of the time our presenters haven't met before, They are virtually, a virtual panel!

Holding a briefing like this one week before the event allows them to engage with one another and really does make a difference.

AND FINALLY, WHAT IS YOUR FAVOURITE THING ABOUT RUNNING WEBINARS?

Oh where to begin! There is a certain intimacy about the webinar platform that enables people to think that they are privy to what is really a special conversation and I think that really resonates with people.

The geographical reach of webinars enables those who previously wouldn't have had access to personal development activities to join from the comfort of their own home or office at a time that suits them.

I think that these things combined really are the secret to our success!



Success is in the stats...



Started using Redback



Total participants in live webinars



Won the 2016 Audio Visual Media Achievement Award from ISSTD



131,000+

Downloads and views of webinar recordings



Webinar Time 7 pm



The amount charged for webinars

**DON'T OVER COMPLICATE IT
KEEP IT SIMPLE!**

Their secret sauce...



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