

# REDBACK CASE *Study*

Australian Veterinary Association (AVA)



# MANAGED WEBINAR

## CASE STUDY

### The Case

**Name:** Monika Cole

**Organisation:** Australian Veterinary Association (AVA)

**Position:** Administration Officer

**Industry:** Association

**The Challenge:** Communicating to rural and remote members

**The Solution:** Redback Managed Webinars

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Struggling to increase registrations on your webinars? We've all been there! Monika chats to Sara Gonzalez about how a fine tuned marketing strategy significantly increased her webinar registrations and enhanced her entire online program.

### Why does the Australian Veterinary Association exist?

The Australian Veterinary Association is a professional organisation that represents veterinarians across Australia. Our mission as an organisation is to continue to drive the profession to help benefit animals, the community and our members.

### Membership is clearly a large part of the association, is this part of the reason why you chose to implement webinars?

It definitely is. Our members are located nationally which means that not all of them can attend our conferences or workshops. We wanted to bridge a gap and offer all of our members the opportunity to continue their professional development at an affordable cost.

### What would you say the main benefits of delivering online professional development are to your members?

I believe the main benefit is them not having to travel to attend an event that they are really interested in. They now have the ability to attend these events from the comfort of their own home or office. Also, we're very lucky in that our small interest group of small animals is able to offer their members the webinar invitations as part of their member subscription; this is a huge benefit for members and definitely sets us apart from our competitors.

### Obviously nothing is seamless, let's talk about the challenges that you've experienced along the way and how have you overcome them?

Our major challenge was choosing the right topic. Initially we saw very few registrations because we chose the topics for our members. Subsequently, we decided to survey our members and ask them to provide feedback as to the topics they

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wanted. Once we had the final topics it was then a matter of finding the right presenter and offering it at the right price.

**Let's touch on your presenters; we all know that presenting online can be a relatively new experience for many, how did you get your presenters on-board and interested and engaged?**

It was all about offering them as much help as possible. Initially, some of them were fairly reluctant, but with the help of our Redback Event Manager we were able to put together a cheat sheet, forward it to the presenters and then organise an online run through; this really allayed all their fears!

**What about that dreaded word, technology – have you ever experienced any issues with this?**

Personally I was a little terrified of webinars! At the beginning we had a few issues with the sound quality as many of our members were based in rural and remote locations. We were able to offer a hybrid solution which gave our participants the ability to dial in and listen through the telephone; this alleviated these issues right away.

**We've heard rumours that through your marketing plan you have managed to increase your webinar registrations by 150% – what's your secret?**

Like I said earlier, I believe that getting the topic right is crucial. We also market our webinars quite effectively through channels such as our online event calendar and a few select publications; we try to repeat our key message to as often as we can. Our email campaign strategy is also quite strong – we have lists that relate to our members and non-members and we send that message out 10 days prior to a webinar as well as offering them a last chance opportunity to register. We also find that holding our webinars on the same day of the week and at the same reinforces that message over time.

**You also use sponsorship as a tactic to cut the costs associated with your online events, how would you recommend people target sponsors and get them on-board?**

Planning and setting your topics and speakers well in advance will allow you to create and then deliver a prospectus to your partners. This gives them the opportunity to clearly see the topics that they might be interested in sponsoring. Also, clearly outlining what you are going to offer your sponsors in return is important in ensuring there's no muddy waters down the track.

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**Obviously you put a lot of thought into your webinars and have seen tremendous success, what's the future for your webinar series and what could possibly affect this?**

I believe the major impact could be the Federal Government bringing in the \$2,000 cap on self-education tax deductions next year. We see our webinars definitely increasing to meet the demand of our members which means we will definitely have to enhance our service and even consider offering a series of webinars.

**Finally, to all those out there in webinar land who may be a little reluctant to either implement or enhance their webinars, what would you say to them?**

Go for it! Market well, plan it, make sure that you have a clear set of topics and speakers and definitely get feedback from your audience.

Click on the below image or the following URL to watch the webcast interview!  
<http://www.webcasts.com.au/redbacksuccess/index.php?enter>



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