



Customer Success Story

Allied Health Assistant Day

Hybrid Event





Allied Health Assistant Day

16 November 2022

On 16 November 2022, Monash Health hosted the sixth annual Allied Health Assistant Day. The purpose of the event was to deliver high quality professional development opportunities for Allied Health Assistants working in industry, as well as students looking to gain further insight into the industry. The program included consumer insights, poster presentations, AHA innovation presentations and keynote speakers with an emphasis on how Allied Health Assistants can create, foster and adapt to change.



Tickets sold
570 + 99 internal/complimentary



38 presenters throughout the day, mixture of pre-recorded videos and live delivery.



Event Goals

- ✓ Entirely online event, accessible from anywhere in Australia.
- ✓ Reach a nationwide audience of AHAs and contribute to professional development opportunities for AHAs across Australia.
- ✓ Showcase the industry-leading work that Monash Health has done in the AHA space.
- ✓ Expand the reach of AHA Day - in the past it was based on capacity of venue and also limited by people's capacity to travel interstate.
- ✓ Use features to improve attendee engagement and provide networking opportunities to drive active participation.

The solution...

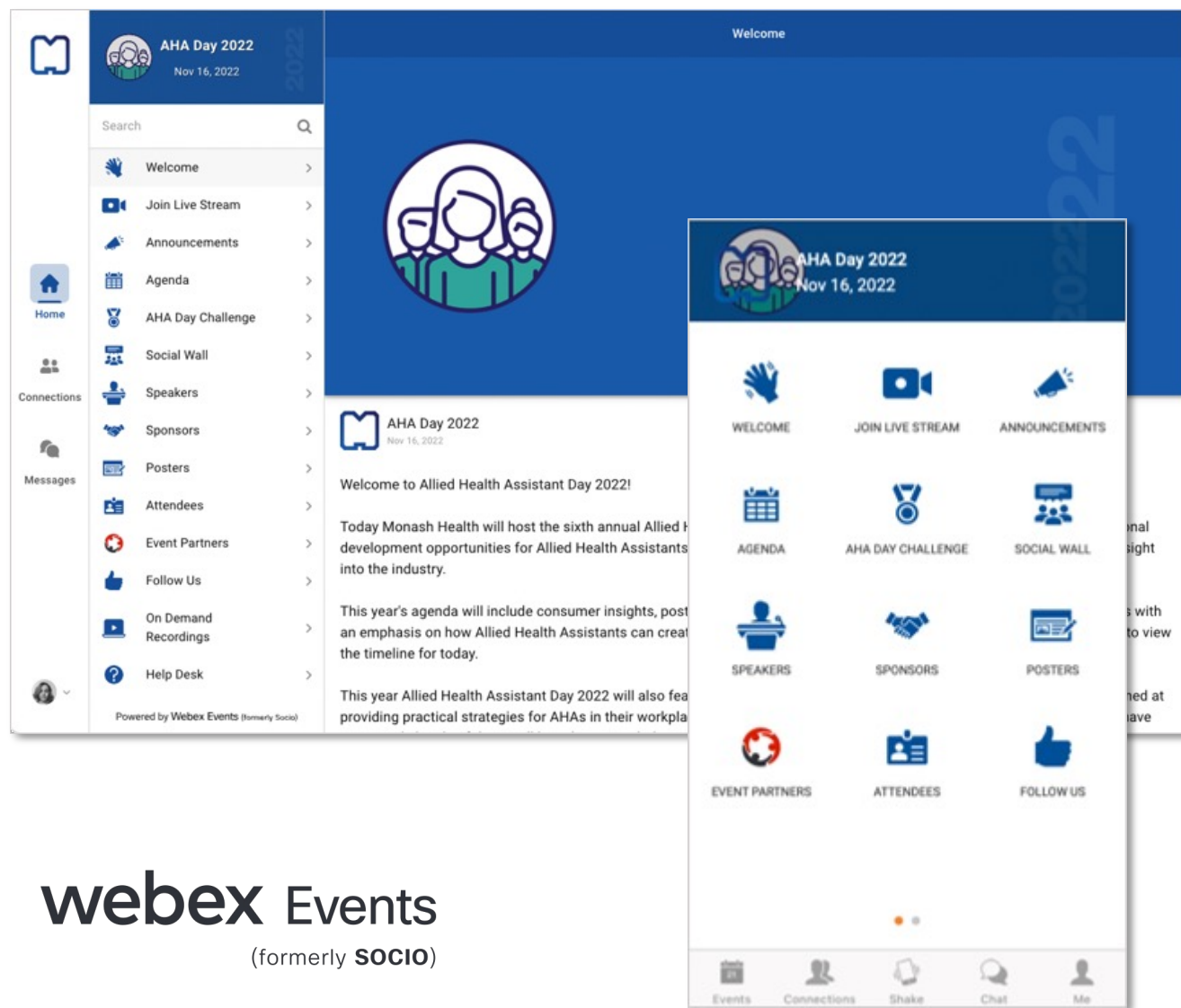
Taleka ran discovery sessions with the Monash Event Team to fully understand their needs, identify the event goals and recommend the technology to achieve them.

Webex Events: web platform to allow attendees to review speaker bios, and sponsor details, participate in a challenge to win prizes, answer polls, ask questions, watch the live stream and communicate with each other.

Webex Webinars: for providing the live stream on the day

Slido: for attendee polling and live Q&A through out the day

Webex Desk Devices: two Webex Desk devices were provided to the MCs to make hosting incredibly simple and ensure quality video and audio quality.



What Taleka did...



Discovery

Discuss goals, document the objectives, success factors, and desired outcomes for event. Help plan enrolment and invitation method, polls, surveys.

Preparation

Plan technology design (which platforms and devices will be used and how, including a backup plan in case of failures on the day), Organise scheduling, assist with invitations and registration. Content editing for pre-recorded video

Training & Rehearsal

Provide training and materials to all involved parties on how to complete their roles - including presenting, sharing screens, answering Q&A, etc. Organise a dress rehearsal in the days leading up to the event.

Hosting

Start event and act as invisible host throughout, managing presenter roles, switching between the main webinar and the workshop streams, and muting/unmuting people as needed. Open/close and assist with managing chat, polls, and Q&A as required. Phone assistance for attendees having issues.

Driving engagement...



The best attendees are engaged attendees, the following features were leveraged to make the event as engaging as possible.



AHA Day Challenge

The AHA Day challenge was an excellent way to keep people engaged and add an extra competitive element to the day.



Social Wall

Social wall is a feed for attendees. The ability to add photos allowed everyone to share what their groups or organisations were up to and added a very personalised touch to the event.



Sponsor profiles

Allowed us to promote the sponsors to attendees. Creating rich sponsor profiles with custom images, embedded videos and PDFs.



Speaker profiles

Speaker profiles allowed attendees to get to know more about the speakers in the lead up to the event.



Connect and Chat

Locate and connect with other attendees to provide networking opportunities.



Mobile app

Lots of users joined in groups so the mobile app allowed them to participate in the polls, challenge, social wall etc and help everyone to feel part of the event.

Outcomes achieved...

- ✓ Record attendance numbers
- ✓ Highly positive feedback
- ✓ We were able to provide good quality PD to the AHA workforce
- ✓ Promote Monash Health's AHA workforce and achievements

“On the basis of today's experience, would you attend Monash Health AHA Day 2023?”

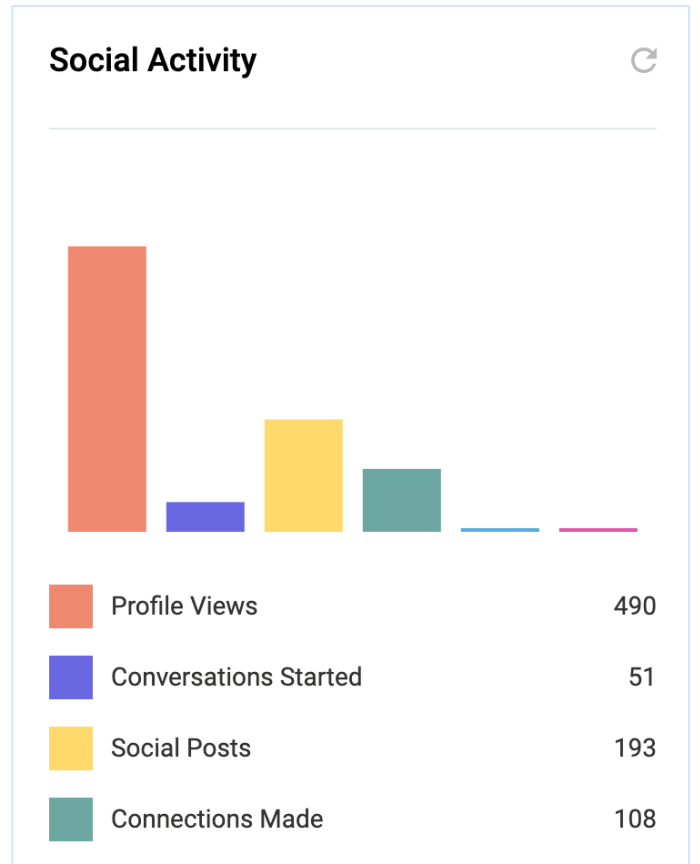
84% yes

“I feel a better connection with my workforce as a result of today's forum”

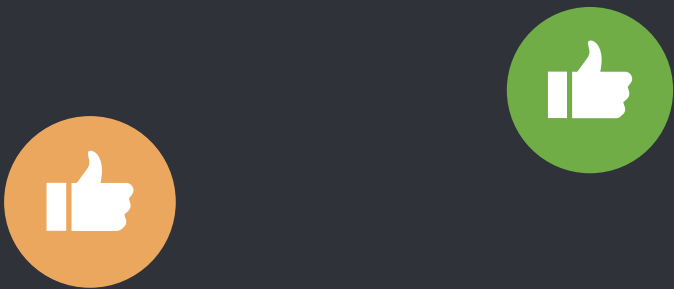
70% agreed

Please rate your overall satisfaction with today's symposium (1= lowest, 10= highest satisfaction)

8.5



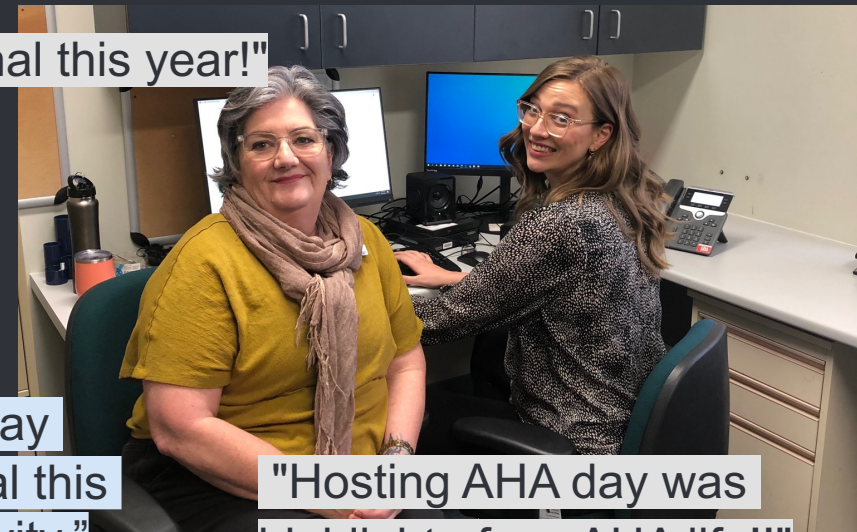
Event team feedback...



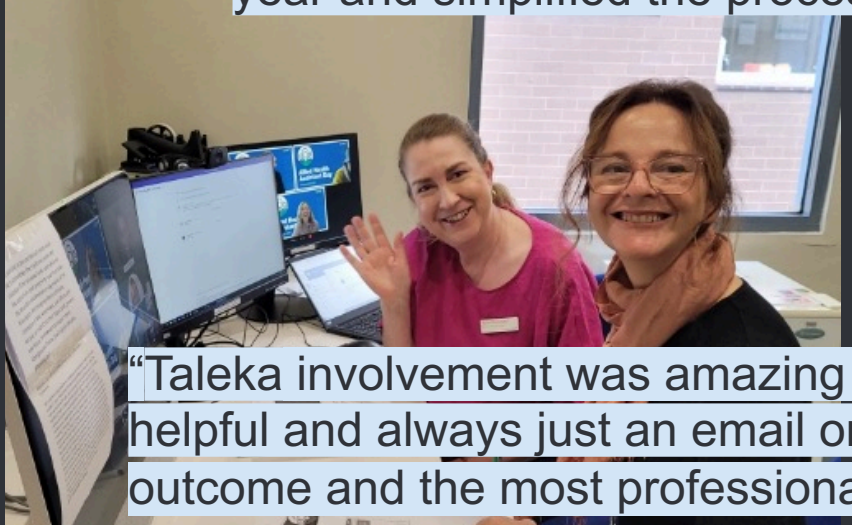
"The platform was amazing. Anecdotal feedback from internal Monash Health attendees and others who helped with AHA Day was very positive. All said that the event looked incredibly professional this year and simplified the process of joining and being involved/interactivity."



"Looking so professional this year!"



"Hosting AHA day was highlight of my AHA life!!"



"Taleka involvement was amazing as always. Bec and the team were incredibly helpful and always just an email or a call away. Always looking out for the best outcome and the most professional approach for our event."



“ Such a fantastic day. Well done to all involved. Already looking forward to next year's event. “



“ I would love this to be face to face but traveling 4 hours up and back would make this very hard. Thank you for a very amazing experience! Well done Monash “



“ MH AHA Day 2022 was the BEST YET! ”



“ Having attended every AHA Day so far, I feel this day is going from strength to strength with so much great information. AHAs are utilised and valued in so many more different roles. Happy AHA day to you all. “

“ What an absolutely amazing, inspiring day. So grateful. Thank you to all who made it happen. “



What the attendees said...



taleka