



## **THE POWER OF A WELL-PLANNED AND SUCCESSFULLY DELIVERED WEBINAR**

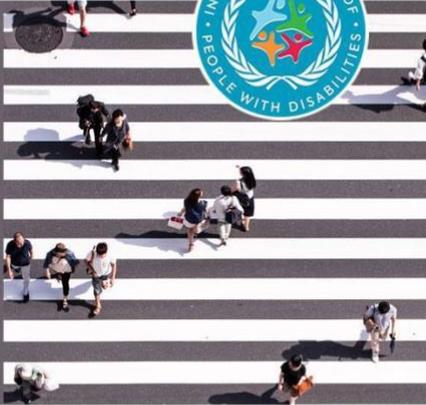
HOW ACCESS ADVISORS PARTNERED WITH YOUR VA TO DELIVER SUCCESSFUL ONLINE EVENTS THAT WERE INCLUSIVE AND ACCESSIBLE TO THE DISABILITY COMMUNITY, OF VALUE TO THEIR CUSTOMERS, GOVERNMENT, AND BUSINESS ACROSS NEW ZEALAND.

## Executive Summary

Access Advisors is a pan-disability digital accessibility consultancy whose mission is to help New Zealand become more digitally inclusive.

Read how the team at Your VA became an integral partner, helping to deliver seven well-planned, successful, and highly acclaimed webinars throughout 2020. The final webinar of the year, *“Hidden Disabilities Through a Digital Lens”*, was the ultimate triumph, attracting over 150 attendees. This event enhanced social media engagement for the four presenting partner organisations and provided value insights and positive outreach to the disability and business communities.

IN RECOGNITION OF INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES



**Hidden disabilities  
through a digital lens**

ZOOM WEBINAR  
*lunch & learn*  
3 December, 12.30pm – 2pm  
Get your FREE ticket now at Humanitix

  The Access Alliance  

## Case Study

Your Virtual Assistant was an existing supplier of administrative services for Access Advisors, so it was natural for Chandra to look to her lead VA for team support to plan, promote and deliver her upcoming webinars.

Throughout 2020, Your VA provided administrative and technical support to help present seven webinars recognising events such as Global Accessibility Awareness Day in May 2020, Tech Week in July 2020, and International Day of People with Disabilities in December 2020.

Webinar topics and themes included:

- Post Covid digital accessibility
- Hidden disabilities through a digital lens
- A series of five daily webinars focussing on the impacts of access needs for people with visual, cognitive, physical, hearing and speech needs.

The ultimate triumph was the final webinar of the year in December 2020 in recognition of International Day of People with Disabilities, entitled *“Hidden Disabilities Through a Digital Lens”*. Planning for this webinar began in mid-2020. Three external partner organisations were engaged, and coordination with the partners began in earnest in September.

Together, Access Advisors, it's presenting partners, and Your VA demonstrated leadership, partnership and innovation in presenting a professional webinar that offered access to people with disabilities through sign language interpretation, live captions, and live streaming.

*“I had worked with Your VA for over a year and realised that their virtual assistants were more than capable of organising a large scale professional and technical webinar involving multiple logistics. The success of our IDPWD Webinar is testament to their expertise and abilities. For me, it's all about trust and having faith that they can get on with the stuff that is so time consuming. I have built a trusted and valued partnership with Your VA.”*

Chandra Harrison, General Manager, Access Advisors

## Team Approach

We utilised the power of the Your VA Team with Sue leading as Project Manager, Megan as Technical Support, Lisa as Graphics Support, and Justine providing project advice.

“Sue and Megan from Your VA were an integral part of the organisation and success of the event. They leveraged the power of their team, bringing in specialised support when needed. It would not have happened without their input and efforts.”

Chandra Harrison, General Manager, Access Advisors

## The Challenge

The challenge was to present a webinar that was fully inclusive and accessible to people with disabilities. This involved working with multiple event partners, a blind facilitator, four speakers with access needs, NZSL sign language interpreters and a team of live captioners. In addition, the event was live streamed by the event partners.

“I was the Lead Event Partner, and I can’t downplay enough the complexity of planning and delivering an event involving three event partners, four speakers, an external facilitator who is blind, accessibility service providers and lots of online technology.”

Chandra Harrison, General Manager, Access Advisors

## What We Learned

- **NZSL sign language interpreters:** It is important when working with interpreters to provide comprehensive information and pre-event preparation that will enable them to prepare to deliver professional interpretation. Engaging with them early and including them in all pre-event briefings, meetings and practise sessions is key to their success. A post event debriefing with interpreters is essential to understand any challenges they faced and how we could better prepare in the future to improve their effectiveness.

- **Live captioning:** Finding New Zealand based live captioning services was a particular challenge. After much research, we engaged an Australia based organisation, AI Media. We found them highly professional and great to work with. We had a post event debriefing to understand how their captioning experts generate such high-quality live captions.
- **Live streaming:** We worked with one of the presenting partners who assisted with the technical challenges of setting up the live streaming.
- **Speakers:** We leveraged the reach of our presenting partners to find speakers with access needs who fit well with our theme. A late cancellation of one speaker emphasised the importance of having backup speakers pre-vetted and prepared in case needed.
- **Hosting Partners:** Four partner organisations were involved in the event, which required coordination and management to keep everyone informed and engaged to plan, assign roles, practise, and deliver the event. Monthly meetings were held to track progress; a full practise session was held one week prior to the event; a dress rehearsal was held 30 minutes prior to going live; and a post-event debriefing was held to discuss feedback and learnings.
- **Costs:** All event costs were tracked, and event partners were invited to share the costs as this webinar was free to attendees.

“Sue and Megan stepped up and took on the burden and responsibility of the event planning, organisation and logistics when I was unable to do so due to a family emergency. They allowed me to step aside with confidence at a time when I needed to focus on my family. They saved me huge amounts of time and pressure. Working in their zone of genius they represented me superbly and were integral in delivering this complex event.”

Chandra Harrison, General Manager, Access Advisors

## Tools we Used

- Humanitix: event management and tickets
- Zoom: webinar platform
- YouTube: live streaming by all event partners
- HubSpot: communication
- Social media: promotion

- Project brief: developed at the initial planning meeting to capture event details and desired outcomes
- Documents we prepared and shared with the event partners, facilitator, speakers, NZSL translators and live captioners:
  - Event brief
  - Speaker bios
  - Event Logistics
  - Event Runsheet
- Meetings with the event partners, facilitator, speakers, and NZSL translators:
  - Monthly meetings beginning 3 months out
  - Full practise session 1 week prior to event
  - Dress rehearsal 30 minutes prior to event going live
  - Post-event debriefing
- Recording made available on YouTube
- Webinar Feedback collected via Survey Monkey

## Outcome

“I was completely thrilled with the outcome. We had 320 registrants and 150 attendees and excellent feedback. Your VA provided outstanding support, from handling the technical aspects and logistics, to managing the speakers and event partners. They really helped to make it a reality.”

Chandra Harrison, General Manager, Access Advisors

## Results Achieved

In 2021, Access Advisors is planning to present a regular series of free and paid online webinars, as well as ‘lunch and learn’ physical events in major centres throughout New Zealand.

A well-planned and effectively delivered webinar helped Access Advisors to:

- Increase brand awareness of Access Advisors’ consultancy services
- Increase social media engagement and add new followers on LinkedIn and YouTube (our target channels)
- Promote Access Advisors’ Research Panel opportunities

- Strengthen partnerships and promote engagement in the disability and business communities
- Connect with target audience and receive positive feedback
- Provide relevant topics, valuable insights and lived experience stories of real people with real challenges.

## How Can We Help You?

We can achieve similar results for you. Results that directly impact your business growth and customer engagement:

- Assist in planning your annual event calendar based on your goals,
- Become your integral event delivery partner to help you realise the powerful outcomes of well-planned events,
- Help establish and document your event processes.

“When I first started working with Your VA, I wasn’t sure what to expect or how to work with a virtual assistant. My advice: if you think you need admin support, you probably do! Your VA have proven themselves time and again. They make everything in my business life easier for me. They just get on and do all those tasks I hate doing, leaving me time and energy to work in my zone of genius while they work in theirs. Have faith and trust in Your VA. You will not regret it.”

Chandra Harrison, General Manager, Access Advisors