

# DRIVING AUDIENCE INTERACTION

> AUSTRALIAN FRIENDLY SOCIETIES ASSOCIATION ANNUAL CONFERENCE

## CASE STUDY

### FACTS

The Australian Friendly Societies Association (AFSA) Annual Conference hosts delegates from around Australia, including senior representatives of friendly societies, as well as advisors, service providers and regulators.

**With only 20% of delegates providing feedback at the 2005 conference, AFSA was looking for a higher level of participation, engagement and interaction with the conference delegates in 2006 to assist in planning for future conferences.**

### CRITICAL ACTION

**Computershare's Question Wizard technology was utilised during an interactive session at the AFSA Annual Conference 2006.**

Using personal wireless keypads, each delegate followed the simple process for providing responses to questions displayed via PowerPoint.

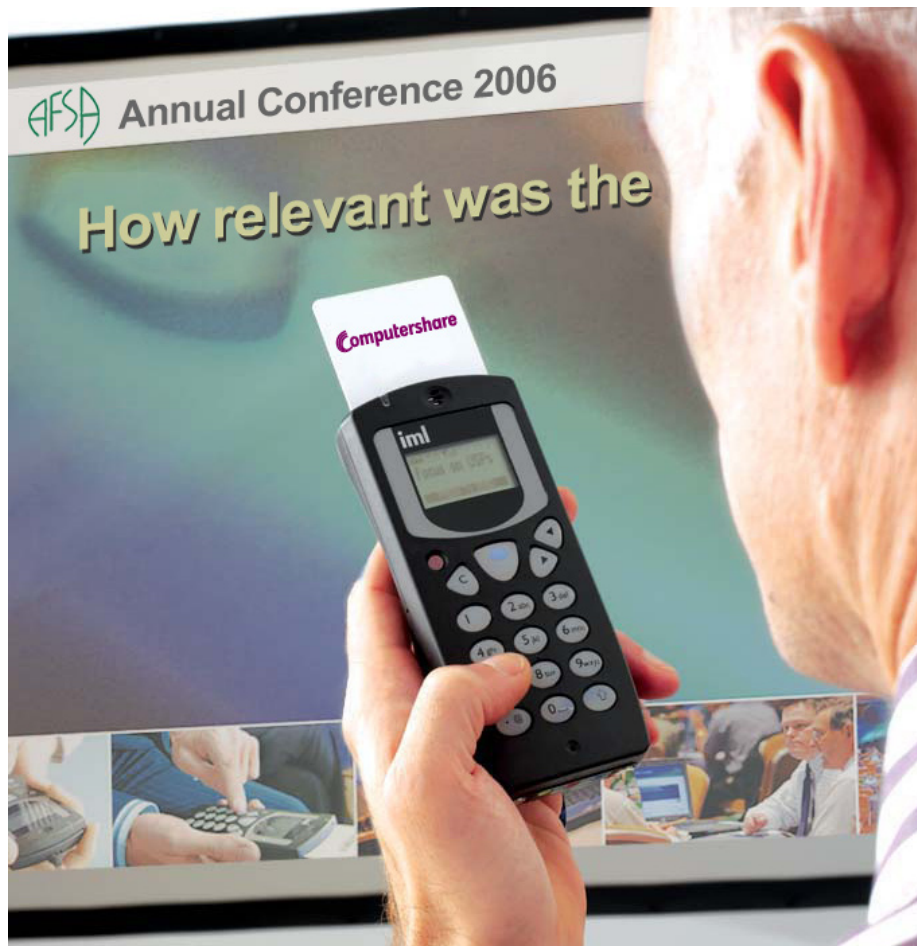
All responses were aggregated into bar and pie charts and displayed immediately, providing an instantaneous overview of all responses, and the opportunity for further analysis post event.

### RESULTS

**90% of conference delegates provided immediate feedback using the Question Wizard wireless keypads.**

**AFSA was able to achieve its conference objectives of higher participation and interaction.**

**A greater representation of delegates' opinions will assist AFSA in planning for the 2007 conference.**



**"The response of the delegates to the use of the Question Wizard was exceptional and the AFSA event management team were delighted to have immediate access to the analysis of significant feedback from a majority of delegates."**

Jane Southwell, Executive Director, Australian Friendly Societies Association

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