

IT'S TIME TO JOIN THE AGM REVOLUTION



THE BUSINESS OF EVENTS
THE ART OF ENGAGEMENT

EVENT INSIGHTS

WHITE PAPER SERIES TO
HELP YOU TRANSFORM
YOUR EVENTS

ATTENDANCE AT ANNUAL GENERAL MEETINGS IS DECREASING. FACT.

An intelligence report by Computershare revealed that from 2009 to 2012, attendance at AGMs fell by 10% per year with the most significant decline being observed in companies outside the S&P/ASX 300. That's a significant decrease in foot traffic. If this trend continues, it could soon enough just be the board members on stage in a large room filled with only a deafening silence – every event planner's worst nightmare.

The steep decline may be for a number of reasons. Shareholders may be busy, have work commitments or need to travel long distances to attend. The result is that AGM and corporate event planners need to rethink how they're organising their events and to come up with innovative ways to reinvigorate shareholders, members and company stakeholders to attend and participate. They're a part of what we like to call the AGM Revolution - a modernised approach to running an effective AGM that engages company stakeholders in new ways.

After all, AGMs are a requirement and provide an open forum for companies to present a broad overview of the current direction, financial status and objectives for the year ahead.

BROADCASTING
THE MEETING

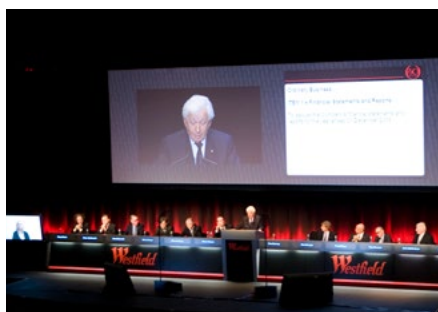
LIVE TO
SHAREHOLDERS

MEANS YOUR
AUDIENCE IS
VIRTUALLY
LIMITLESS

Hence, we don't need to stress the importance of attracting your company's stakeholders to attend.

We reveal four key elements that every AGM planner should consider if they want to join the revolution and maximise attendance, year after year.

EMBRACE DIGITAL TECHNOLOGIES AND DRIVE ENGAGEMENT



With the proliferation of digital technology, we live in a world where connectivity is an expectation. And corporate events are no exception. By embracing digital event technology and understanding how your audience wants to participate, companies are able to maximise not only AGM attendance levels, but drive engagement for the benefit of your company. The Australian Institute of Company Directors AICD provided a [submission](#) to the Corporations and Markets Advisory Committee's CAMAC's inquiry, which noted that 58.7 per cent of members surveyed identified the use of technology to broadcast meetings as the main area of the AGM that could be improved.

Incorporating digital technology into your AGM provides new avenues for reaching your audience, disseminating important documentation as well as encouraging discussion and obtaining useful attendee information.

WEBCAST YOUR AGM: LIVE STREAMING AND ON DEMAND

It's unrealistic to expect all of your company stakeholders to be available to attend your AGM in person. Schedule conflicts, as well as time differences, travel and costs often make physical attendance near impossible. You can overcome all of these factors simply by webcasting your event.

A recent [report](#) by Ernst & Young provides some views about the future of AGMs becoming hybrid physical-online meetings and even completely virtual. By broadcasting the meeting live to shareholders and the media via the internet, your audience reach is virtually limitless – only constricted by access to the internet, which is [40% of the world population](#).

Webcasting your AGM provides a healthy ROI as previously highlighted in '[Make Money by Webcasting Your Event](#)'. It's a smart investment when you consider you can reach 100% of your audience for a small proportion of your AGM spend.

Encore offers Australia's most customisable webcasting platform, which in essence can be designed in accordance with your company's branding. The webcasting platform allows you to display both the live recording and synchronised presentation slides, side-by-side, so what your online audience sees exactly the same presentation as those in the room. Important documents can also be uploaded and available for download, as well as embedded LiveChat and audience polling software so your webcast audience can participate in the discussion.

INSTANT AUDIENCE FEEDBACK WITH LIVE AUDIENCE POLLING

It is rare for attendees to any event to be without a mobile device these days; make the most of it and encourage engagement via a live polling platform. Let attendees vote, communicate ideas and ask questions

right from the palm of their hands. Event Poll is Encores' live polling platform that has been used at many corporate events for this purpose. It even collects important user data for review after the event.



DIGITAL REGISTRATION – NO MORE ENDLESS PAPER FORMS

There is a direct relationship between attendee satisfaction and administration. The more tedious administration tasks, the worse their experience. Therefore, a quick and simple solution is to shift to a digital registration process. Keep your registration process streamlined and online with the ability for data to be directly imported into an accessible database – if your registration is not online already, now is the time to make the move.

EVENT APPS – GIVE YOUR ATTENDEES THE EVENT INFORMATION IN THE PALM OF THEIR HANDS

Event organisers need to provide attendees with convenient access to valuable event information. The most convenient way to provide this data to them is from their personal internet-connected smart phone. Our mobile app is free for all clients who use Encore for AV services at their event.

These digital tools maximise engagement levels for participants not only in the room, but also those located nationally,

even globally and improve their overall experience of the event. Whether your event is for 20 or 2000 attendees, they're the ideal way to connect in this digital age.

GET CUT-THROUGH WITH AN ENGAGING EVENT ENVIRONMENT

The purpose of an AGM is to convey company information clearly, so it's vital the audience can see and hear the Chairperson and board members or executive team. It's also critical the board and the Chairperson can see and hear their shareholders as well. Don't forget the four core elements to any AV production:

- > **CRISP AUDIO** – communication is the purpose behind an AGM, so being able to clearly hear everything that is said is essential, where ever the attendees are sitting in the room. It is also important to ensure microphones are available for all potential contributors to the meeting including the chair, board members, legal counsel and the audience for any question and answer segments
- > **EFFECTIVE VISION** – detailed graphics and text will be shared so select a screen large enough to accurately display the content. Consider the need to broadcast or stream the event early in the event planning process, and whether it would be beneficial to capture visual content and display it live on screens around the venue.
- > **ENGAGING CONTENT** – with all the most important company stakeholders present in the room, you'll want to ensure the AGM is engaging and leaves them with a positive outlook for the future of the company. To effectively engage your audience, think about utilising multimedia: start your presentation off with a short and lively video summarising the company's year, or create animations to visually communicate your key messages.

ENGAGE YOUR AUDIENCE WITH MULTIMEDIA

EVENT BACKDROP

DELIVERS AN IMPACTFUL AGM BRANDING SOLUTION

- > **PURPOSEFUL LIGHTING** – it is important to balance the lighting needs of those on-stage, participating in the auditorium and via the live broadcast. Subtle pizzazz can be added to an otherwise formal corporate event, by integrating coloured lights in the set backdrop, or draping, to reinforce the brand’s style. If you’re inviting questions from the audience, consider a roving spotlight so the speaker can clearly be seen by the board members on stage.



- > **PROFESSIONAL STAGING** – a branded head table will help reinforce the company’s professionalism, plus it will hide those pesky cables. A professionally designed and constructed stage is particularly effective when webcasting your event as it clearly brands the footage for those watching on screen.

- > **THE SMALL THINGS ARE IMPORTANT** – consider the lengthy time that guests may be seated on stage and give them comfortable chairs! AGMs can often run for longer than expected, so ensure the board is catered for with water, tissues, notepads, pens and printed copies of the annual report provided for each member on stage.

BRANDING YOUR AGM

It’s important to ensure your brand is front and centre at your AGM. Obviously you need to brand your presentation slides and any handouts, but it’s also important that your brand is also reflected in the meeting environment to deliver a dynamic, immersive experience. Depending on your budget, there are many options to achieve this, from smaller touches like table clothes

and signage through to custom stage design.

Encore has designed numerous stage sets for AGMs for international corporates. We can create a stage that moves beyond the presentation or speaker – and becomes a feature in itself. Our technical teams, graphic designers, multimedia technicians and set designers, work with you across concept, design and delivery.

But we don’t just offer big budget solutions. Our popular Event Backdrop delivers an impactful branding solution. As the newest member of our range, it comes in a variety of standard sizes to suit ballrooms, meeting rooms, registration areas and small stages. Make your event truly stand out with an illuminated, colourful stage backdrop that enhances your branding. It’s the perfect solution for AGMs, and you have the option to hire for a single event or purchase the backdrop so it can be used in your offices after the event.



LOCATION IS KEY

It may seem like a no-brainer but it’s a fundamental point that must be stressed. If you want your shareholders to attend, choose an appropriate venue that is convenient and easily accessible for them. If you’re in the agricultural industry you may opt for a more regional venue, or if you’re in finance something closer to the city may be better. Are there adequate transport options or parking facilities? Read local council bulletins to ensure no major roadwork or town planning developments are scheduled around your desired AGM date as you’ll need to minimise any chance of interference or delays.

Once you've selected the appropriate location, it is best practice to use an event space that caters for more guests than you're expecting to prevent any delays to the meeting. Additionally, seasoned AGM planners recommend booking another event space within the same venue to serve as an overflow or breakout room, which can easily cater for oversubscribed meetings.

This means you'll also need to partner with an experienced AV provider who can supply and operate all the lighting, sound and vision on the day. With so many high-level executives present you want to ensure the day runs efficiently and flawlessly.

Embrace digital technologies to increase engagement, use mobile device technologies to aid interaction and reach a wider audience through the use of webcasting. Underpinning each aspect is quality AV and production so the event runs without a hitch and everyone has a positive experience. Partnering with an experienced venue and event company could make all the difference to your day as well.

Encore has been the audio visual provider behind some of the region's biggest AGMs for over 30 years, including Rio Tinto, NRMA Motoring & Services, The Scentre Group and Westfield. Backed by Australia's largest event services range, you can enjoy the latest in audio visual and creative event solutions tailored to your AGM needs.



EMBRACE
DIGITAL
TECHNOLOGIES

TO INCREASE
ENGAGEMENT

COUNT ME
IN, SO WHATS
NEXT?

If you're tired of endless meetings about how you can increase attendance and engagement with your AGM, you're not alone. The bad news is there's no silver bullet. The good news is with every year comes another opportunity to improve your AGM. Now is the time to take action and speak with an experienced AGM supplier who can provide expert guidance and fresh ideas to ensure your AGM is a success.

Speak to your local Encore representative or get in touch by emailing

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[CONTACT]