

CASE STUDY

**INNOVATIVE  
VIRTUAL EVENT  
SERIES: FIRST-  
OF-ITS-KIND  
LEADERSHIP  
SUMMIT FOR  
IMNZ**

## OVERVIEW

In late May 2020, Alexander PR (APR) and The Content Place were briefed by the Institute of Management of New Zealand (IMNZ) to create a virtual summit series.

The goal was to deliver free, valuable and informative sessions about leadership to first time managers and leaders looking to refresh their perspective on leadership in the time of Covid-19.

The result? Three events, across three weeks, nine international speakers and over 1,000 attendees from around the country – all virtually.

## THE PLANNING PROCESS

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To get the ball rolling, APR and The Content Place developed a theme, potential topics and a shortlist of potential speakers for IMNZ to sign-off on.

APR then approached speakers and connected with Stuff to offer them an exclusive media partnership for the summit series.

Once finalised, the partnership included additional promotion of the summit through Stuff's channels, as well as CEO Sinead Boucher joining the speaker line-up for the event.

The team also conducted research into the best technology for a multi-day event like this, recommending a virtual summit platform host the events.

APR, The Content Place and IMNZ teams spent some time familiarising themselves with the platform, ensuring everyone involved was trained for a smooth run-through. Soundchecks with the MCs and all speakers were a crucial aspect to make sure the events ran without technical interruptions on the day.

Content developed as part of the promotional strategy included:

- A short teaser video to promote the summit and showcase some of the speakers;
- Email communications with strong calls-to-action;
- Engaging social media content; and
- A dedicated landing page for the event series.

The promotional strategy also included some paid content, [including an article in Stuff](#).



In the world of business right now, thanks to Covid-19, it is hard going. For team leaders and managers, everything is changing around you, and at speed – team members not coping, budget cuts, fewer hands on deck, a need for you to take on more work, more managerial tasks – in effect, you are doing more with less in a time of great change.

Alongside this, Stuff also published an [editorial \(i.e. not paid for\) article](#) featuring one of the speakers, Dr. Troy Coyle.

To ensure IMNZ not only provided a free, informative event showcasing sought-after leaders in their respective fields, the team also brought two facilitators of leadership courses at IMNZ on board.

[Christine Wattie](#) and [Nic Preddle](#) each held ‘taster sessions’, which gave a brief overview of what leaders-to-be could learn during the courses, and in turn created engaged leads to course sign-ups.



# THE RESULTS

The IMNZ leadership event series kicked off on Wednesday 19 August 2020 with a virtual summit and impressive line-up of speakers.

Engaging, influential and expert talent was crucial to the success of this event series and a draw card for the attendees.

Across the three events, over 1,000 people registered for the summit series, many of whom attended all three events, to hear from the high calibre of speakers.

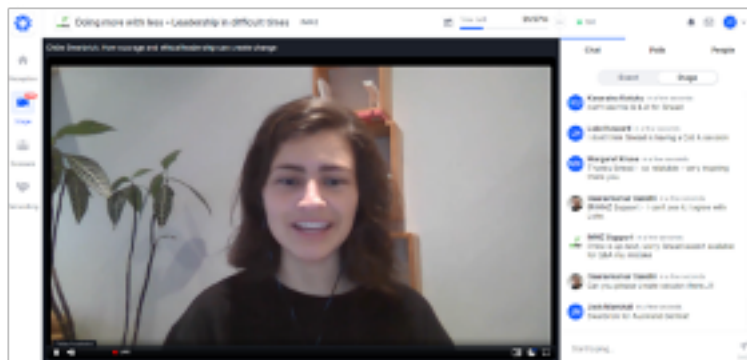
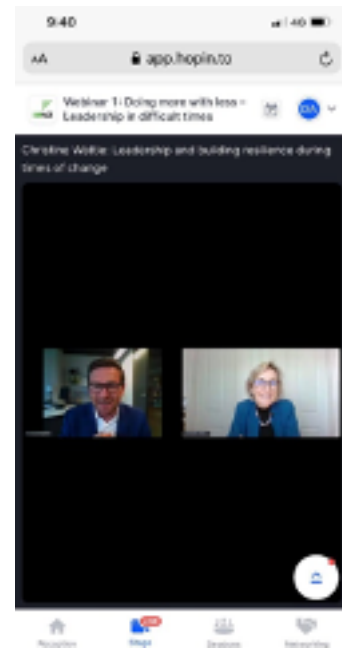
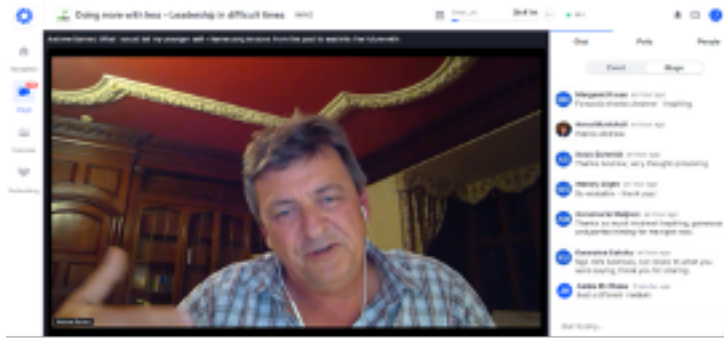
Hosted by Tristram Clayton and Suzanne De Spong, the summit event went off without a hitch and featured insightful presentations from Andrew Barnes, Sinead Boucher, Chlöe Swarbrick, Dhruv Dhir, Dr John Peebles, Angela Vale, Mayor Campbell Barry, Christine Wattie and Nic Preddle.

Throughout the events, and even in the lead up, attendees were commenting (see below examples) on the calibre of the speakers and engaging topics and content.

At any given moment there were up to 250 people engaging on the event platform.

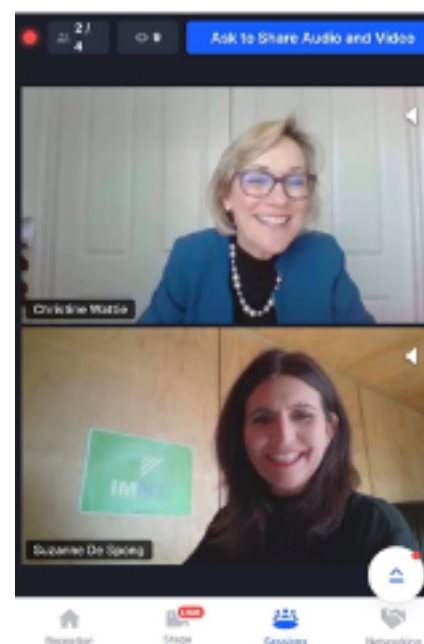
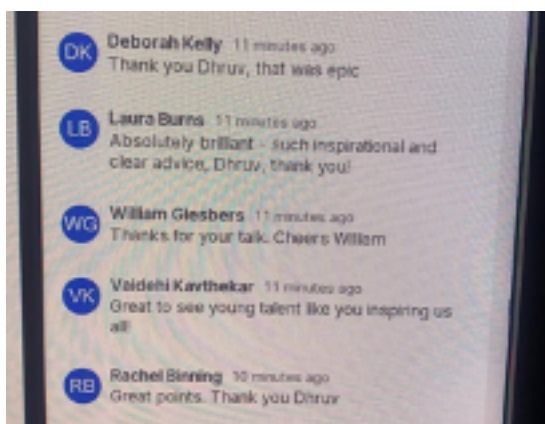
## Positive Engagement

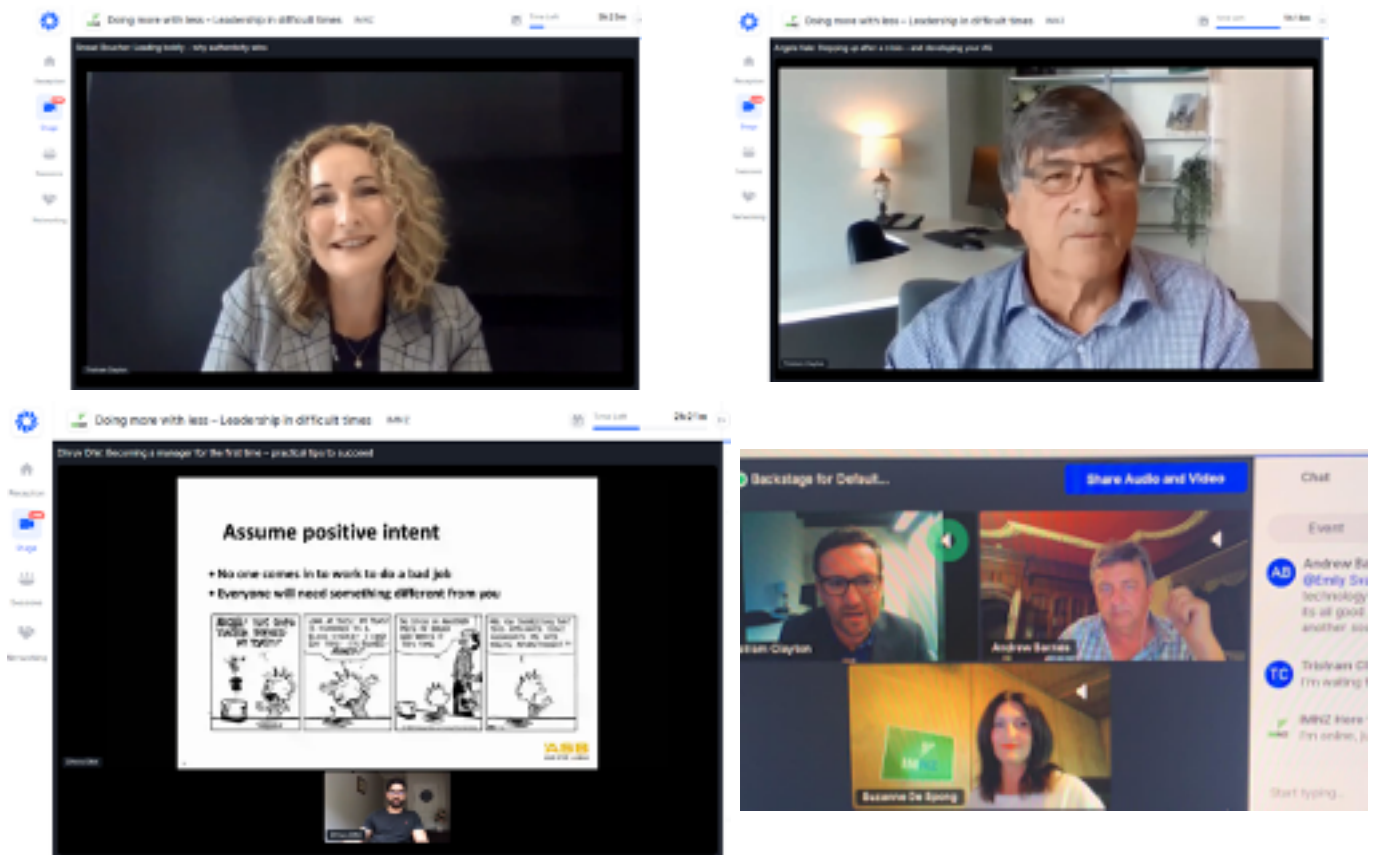




- WG** William Giesbers 35 minutes ago  
Thanks Andrew, its great to hear how your outlook has changed and evolved over the years (decades). Take care. William
- LM** Lisa McKellar 35 minutes ago  
Awesome, thanks Andrew that was great
- BW** Brian Wigzell 34 minutes ago  
Thanks Andrew, really interesting thoughts

- JM** Janine McShane an hour ago  
Interesting you see your self as the black sheep of the family. Great Leadership is about being very creative.
- LH** Luke Howard 35 minutes ago  
Thank you. Enjoyed your talk





Feedback from the speakers was positive too, all of which mentioned how much they enjoyed being part of the first-of-its-kind series.

All sessions were recorded and made available to attendees on YouTube following the events.

Utilising a combination of email communications, the virtual event platform and Stuff sign-up forms also provided IMNZ with a high-quality, targeted database of people who wanted to hear more about their other initiatives - therefore creating a lead funnel for the IMNZ team.

“We were very happy with how the event turned out and the reputational impact it had on our brand. Having such a high calibre of speakers including Andrew Barnes, Sinead Boucher, Chlöe Swarbrick plus many more, as well as the strong partnership with Stuff proved to be a winning combination. It allowed us to tap into a wide audience and showcase valuable leadership insights, which is what we specialise in, at a time of uncertainty for many of New Zealand’s businesses.” - Helen Carter, IMNZ General Manager of Marketing and Business Development.

All in all, both the client and our own teams at APR and The Content Place were incredibly pleased with the result.

In hindsight, the decision to host the summit series virtually instead of the traditional physical venue not only added flexibility to attendees dialling in from around the country, but has future-proofed events against any other pandemic or otherwise-induced physical distancing measures.