

RUNNING LIVE EVENTS ON VIVA ENGAGE

Ryan Crocker, Communications and Adoption Lead at ANZ

ABOUT ANZ

We provide banking and financial products and services to more than 8.5 million retail and business customers and operate across close to 30 markets.

Our expertise, products and services make us a bank. Our people, purpose, values and culture make us ANZ.

Our purpose is to shape a world where people and communities thrive.



A TALE OF TWO VERY DIFFERENT EXPERIENCES

An annual event for the Institutional division to help our people connect with our strategy and understand our progress. This year, the challenge was to do something fresh and new, so we tried Viva Engage.



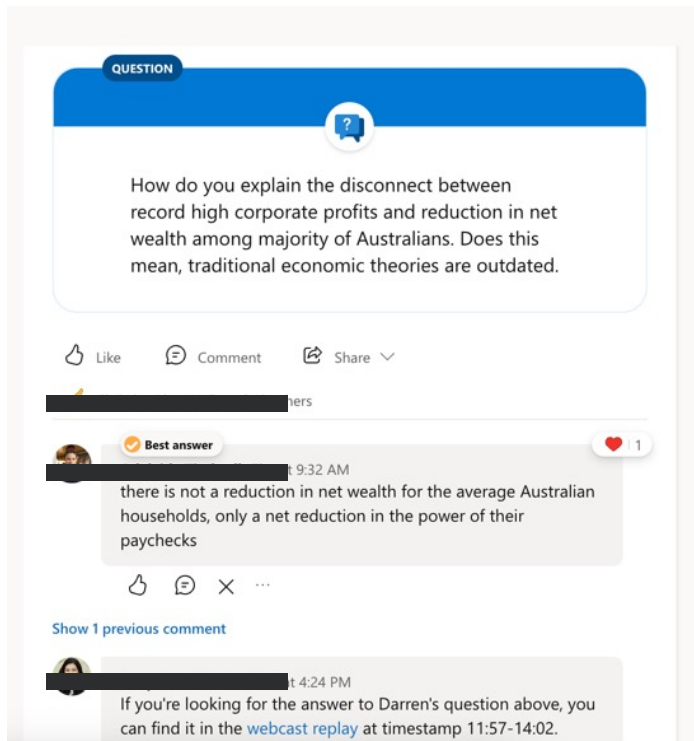
TOP TIPS

- **Create a landing page – your audience will appreciate it**
 - Set up a landing page for event details.
 - Include a brief about the event, a calendar invite link, and participation tips. Promote this in your community posts.
- **Promotion**
 - Boost engagement before your event with questions, polls, or teasers. Ask leaders and presenters to lead this activity.
- **Establish some clear roles**
 - **Producers:** Manage event production.
 - **Moderators:** Collate popular questions and ensure presenters are ready to respond.
 - **Responders:** Track un/answered questions, tag subject matter experts to respond, encourage conversation.
 - **Subject matter experts:** To build the conversation and respond to questions in the thread – in addition to your presenters.

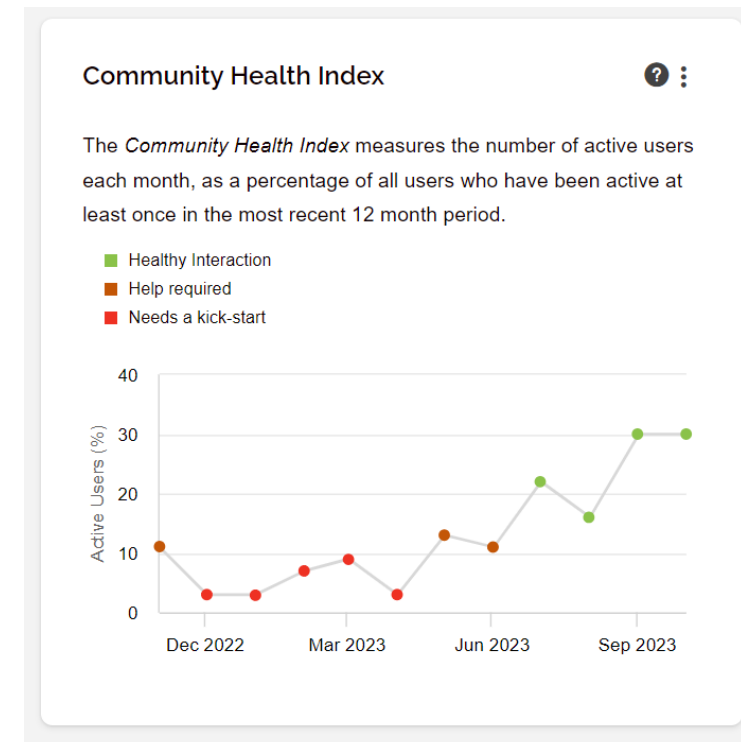
A TALE OF TWO VERY DIFFERENT EXPERIENCES

Shifting our Australia Retail division-wide Ask me anything style Q&A from Teams Live to Viva Engage.

The pros:



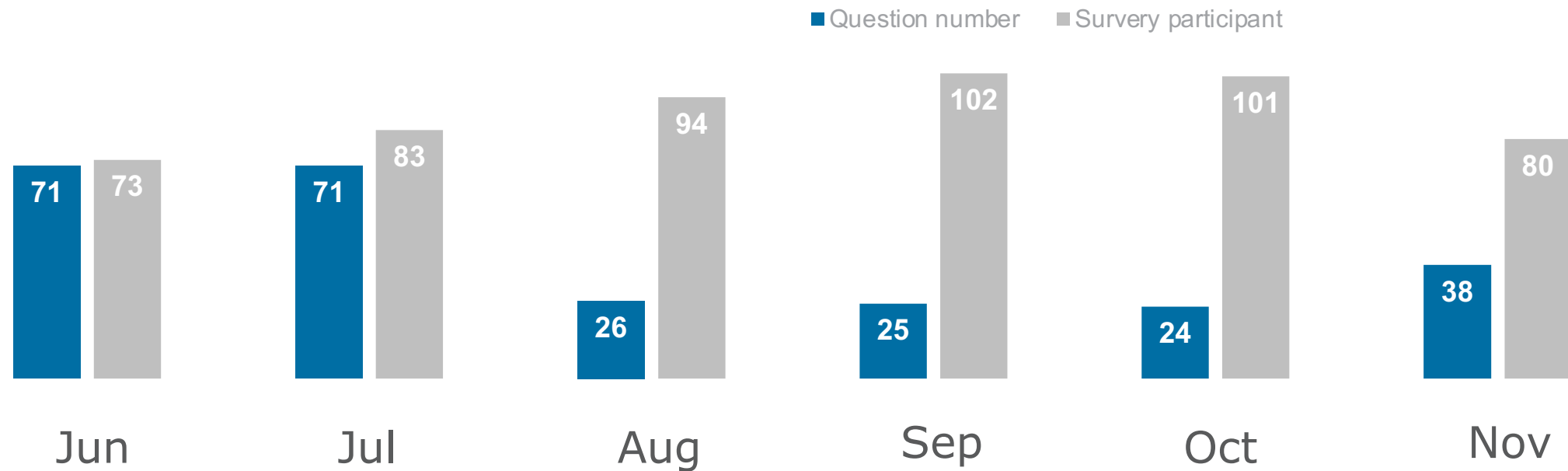
A screenshot of a Viva Engage Q&A post. The question is: "How do you explain the disconnect between record high corporate profits and reduction in net wealth among majority of Australians. Does this mean, traditional economic theories are outdated." Below the question are interaction icons for Like, Comment, and Share. A "Best answer" is highlighted, stating: "there is not a reduction in net wealth for the average Australian households, only a net reduction in the power of their paychecks". Another comment below it says: "If you're looking for the answer to Darren's question above, you can find it in the [webcast replay](#) at timestamp 11:57-14:02."



A TALE OF TWO VERY DIFFERENT EXPERIENCES

Shifting our division-wide 'ask me anything' style Q&A from Teams Live to Viva Engage.

The cons:

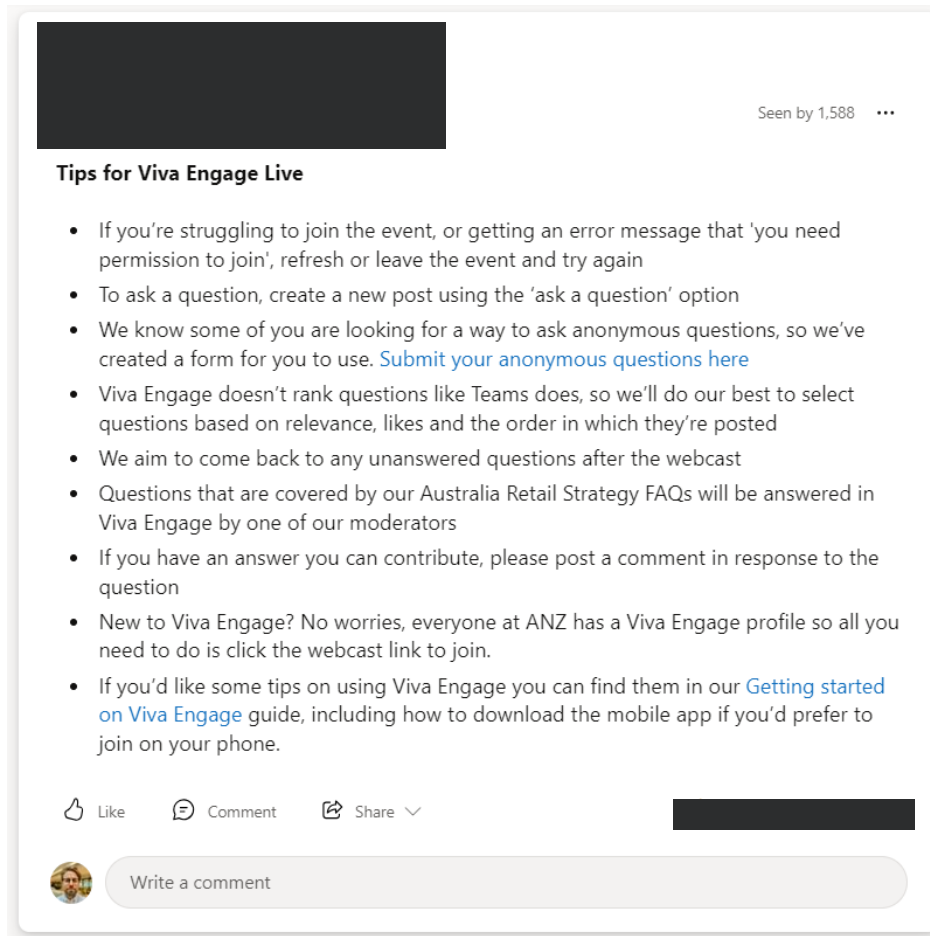


WHAT WE'VE LEARNT

- **Don't underestimate how a big a change this could be for your audience**
 - The anonymity provided by Teams Live is highly valued by some.
 - The lack of ability to rank and vote up questions can make things challenging to ensure a democratic process when choosing questions to ask.
 - Not everyone in your audience will understand the value of Viva Engage.
- **Unanswered questions linger**
 - Unlike a Teams Live Event, unanswered questions hang around for all to see.
 - Make sure you've got plenty of subject matter experts on hand to help answer, during and after the event.
- **Thorough planning produces positive experiences**

EXTRA BITS

Getting your audience Live Event ready – tips for audience engagement



Seen by 1,588 ...

Tips for Viva Engage Live

- If you're struggling to join the event, or getting an error message that 'you need permission to join', refresh or leave the event and try again
- To ask a question, create a new post using the 'ask a question' option
- We know some of you are looking for a way to ask anonymous questions, so we've created a form for you to use. [Submit your anonymous questions here](#)
- Viva Engage doesn't rank questions like Teams does, so we'll do our best to select questions based on relevance, likes and the order in which they're posted
- We aim to come back to any unanswered questions after the webcast
- Questions that are covered by our Australia Retail Strategy FAQs will be answered in Viva Engage by one of our moderators
- If you have an answer you can contribute, please post a comment in response to the question
- New to Viva Engage? No worries, everyone at ANZ has a Viva Engage profile so all you need to do is click the webcast link to join.
- If you'd like some tips on using Viva Engage you can find them in our [Getting started on Viva Engage](#) guide, including how to download the mobile app if you'd prefer to join on your phone.

Like Comment Share

Write a comment

THANK YOU

Presented by Ryan Crocker, Communications and Adoption Lead at ANZ

