



TAKING PLAN AUSTRALIA DIGITAL:  
**HOW YOU CAN REACH  
YOUR AUDIENCE WITH  
LIVESTREAMING**



*Ensuring brokers can access the latest technology and ongoing professional development is essential to delivering better service. These principles are core to PLAN Australia's offering, one of the largest aggregators nationwide (with over 1,600 members).*

PLAN Head of Operations Julianne Evans says, "Our aim is to help our members by partnering with them to grow their enterprise. It is also incredibly important that we provide world class education and training. We know that people learn and engage with us in a variety of ways, so it's important to us that we deliver content in lots of different ways to appeal to everyone."



## The problem: trying to engage 1,600 brokers nationwide

Traditionally, PLAN Australia has fulfilled this training commitment with professional development events, hosted in each state capital twice a year. Available to all of PLAN's 1,600-strong network, the face-to-face Professional Development series provide opportunities for brokers to learn from one another and discover new industry trends. But their past setup wasn't perfect.

"The events were great and well-received, but we noticed we weren't getting the attendance figures we wanted," says Julianne. "Brokers are very busy and many can't afford to devote a whole day to an event. The other issue was travel. Our network is truly nationwide, and many members couldn't make the several-hour journey needed to make these live events."

This is where CMS Australasia could offer a [modern, digital solution](#).



*“CMS were amazing — so professional. It was a total success,” says Julianne.*

## The solution: Reaching Australia’s brokers with livestreaming

After talking to National Australia Bank about their event experiences with CMS, the PLAN team met with CMS to discuss their vision for an updated take on their roadshow event.

“PLAN wanted to do something different to increase their reach and get their network more involved with the training days,” says CMS Video Production Manager Chris Gallop. “We sat down with their team, talked about what they wanted, and came up with an alternative to one of the hosted professional development days that year.”

The teams decided to trial a livestreaming event, with panel sessions from industry experts and other special guests hosted on CMS’ digital platform.

“During the sessions, we were able to set up, manage everything and pack up with just a dozen people. Our event **production process is very streamlined**,” Chris says.

The broadcast was accessible to a larger audience than many past roadshow events, while livestreaming meant the audience was still able to gain that vital one-to-one interaction. The content is also able to be viewed on demand. This enables members who were unable to watch live on the day to experience the event later.



*“PLAN wanted to do something different to increase their reach and get their network more involved with the training days,”*

*—Chris Gallop, Video Production Manager*

## The outcome: Three years of continued success

Since that first event in 2015, PLAN Australia has adapted their education and training program to include two livestreaming events and one face-to-face Professional Development day per year.

Julianne says, “We’ve had great responses — attendance has increased to the point that, now, more than half of our members sign up consistently. The events have also become really interactive — our network loves the chance to get involved by sending in questions during the stream and even pre-preparing videos to play during the broadcast. It’s really important to us that we maintain that interactivity with our audience.”

“CMS has excelled in meeting all of our requirements and offering something new at every event which keeps our professional development offering exciting and innovative. Their hard work has contributed to us winning the Training and Education Program of the Year prize at the Australian Broking Awards for the last three years. It’s a tremendous achievement.”

As for CMS Australasia, the success of PLAN’s digital switch is another feather in its cap.

“The team outdid themselves, and continue to deliver successfully. We were able to help PLAN meet and exceed their event expectations while also fine-tuning many of our event production processes. I think we’ve all come off better for the experience,” says Chris.

*Convinced digital is the way to go for your business? Or are you interested in hearing more about how event production can help your business? [Get in touch with the CMS Australasia team today to get started!](#)*

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