



THE UNIVERSITY OF
MELBOURNE

POST EVENT REPORT

BUILDING RESILIENT FUTURES

Adapting to Change | Building Capability



Report prepared by Stephanie Spence, Chair, PSC 2020

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EXECUTIVE SUMMARY

In 2020, the seventh annual University of Melbourne Professional Staff Conference (PSC), was delivered online for the very first time, as a result of the COVID-19 pandemic.

The theme for the conference was Building Resilient Futures with sub-themes of Adapting to Change and Building Capability. The themes and sub-themes were developed by the organising committee in early March, with the devastating Australian bushfires in front of mind. Never did the committee anticipate the appropriateness and subsequent suitability of the theme/sub-themes as Australia and the world faced the unforeseen challenges of the pandemic.

FORMAT AND SOME STATISTICS

Held over five days, from the 14-18 September, the conference was successfully delivered online and was made up of:

- Short 2-3 hour blocks spread across the week
- 50 sessions (keynote, staff, sponsor, social)
- Presentations by 63 staff, sponsors, friends
- 1688 staff registrations in total
 - » 189 from Chancellery
 - » 710 from Academic divisions
 - » 539 from COOP
 - » 250 from other areas
- 11977 total session registrations
- An average attendance rate of 70%.

The opening session of the conference was a panel discussion on Indigenous Knowledge, discussing what Indigenous Knowledge is and why it is important. Moderated by Jefa Greenaway (Faculty of Architecture, Building and Planning), panelists included Professor Aaron Corn (Inaugural Director, Indigenous Knowledge Institute), Inala Cooper (Director, Murrup Barak, Melbourne Institute for Indigenous

Development), Mayatili Marika (Yothu Yindi Foundation Partnership Officer & Cultural Advisor) and A/Professor Michael-Shawn Fletcher (School of Geography, Faculty of Science).

Two keynote speakers delivered powerful presentations, generating great discussion during and after the event. Hugh van Cuylenburg, co-founder of The Resilience Project talked about gratitude, empathy and mindfulness (GEM) and presented examples of how we can incorporate simple practices into everyday life to share and reap the benefits from practicing GEM.

The committee purchased 250 copies of Hugh's book (The Resilience Project, Finding Happiness through Gratitude, Empathy and Mindfulness) and as part of the conference, these books were given to randomly selected staff (833 Zoom attendees). As the number of attendees exceeded the number of books purchased, a pledge was created in conjunction with the University Sustainability Office, where staff could opt to share their book with someone from their community or a staff member who attended but wasn't successful in receiving a book. To date, 49 staff have signed the pledge.

Dr Jenny Grey, CEO of Zoos Victoria, an alumnus of the University of Melbourne, delivered a compelling presentation on leadership and lessons learnt from running three zoos in the midst of the summer bushfires and COVID-19. We found out that her favourite animal is the wombat and that zoo staff undertook an incredible 175 days' worth of work in three days. As a thank you to Jenny for not charging a presentation fee, the committee purchased five Melbourne Zoo Double Membership Passes (value \$228) and gave them away as prizes.

The people's choice award for the best staff presentations went to:

- | | |
|------------------|---|
| 1st place | David Staples – Autism 301: Care and Feeding of your autistic for best results |
| 2nd place | <i>tied</i> – Yvette Ladzinski - Own it and grow: Transforming imperfect experience into opportunities for growth |
| 2nd place | <i>tied</i> – Virginia McNally – Virtual Campus Garden Tour |
| 3rd place | Robert Walton - Child of Now |

The conference week concluded with a virtual cocktail session, coordinated by University House and some of their mixologists. It was a great way to end the week, in the absence of being able to share a drink together.

KEY ACHIEVEMENTS

- Successfully transitioned a face-to-face conference to an online event
- Achieved 1688 staff registrations with representation from all Faculties
- Conducted a 5-day program with a mix of keynote, staff, sponsor, social and networking sessions
- Created a new marketing look in line with the transition to an online delivery
- Raised \$7500 in sponsorship despite COVID-19
- Uploaded 27 video recordings (to Stream) watched in total (combined) 316 times
- Invited to present the experience of transitioning online to UoM colleagues (3 times)
- Delivered within the budget

KEY RECOMMENDATIONS

- Maintain a dedicated FTE position for the Chair organising role
- Continue to deliver a component of the conference in an online format (52% of survey respondents said if given a choice they would prefer a hybrid conference)
- Any online component of the conference to be free to attend
- Have dedicated staff in key areas of the university including the Service Centre, Marketing, Sponsorship and Legal to ensure engagement is compliant
- Nominate the 2020 Conference Committee for a Melbourne Professional Excellence Award

^aAn online random number generator was used for this purpose

INTRODUCTION

PURPOSE

The Professional Staff Conference is a staff-led initiative, delivering an annual event for professional staff from across the University. Established in 2014, the conference aims to bring together individuals and encourages the exploration of best practice, reporting of project outcomes, sharing of new trends and opportunities to network and collaborate across different campuses of the University.

Doubt surrounded the 2020 event in March when staff from the University were sent home to work due to the COVID-19 pandemic. Despite this, the nominated Chair (Stephanie Spence) and Deputy Chair (Shelley Green) considered solutions and opportunities for an online delivery of the event and presented recommendations to the Advisory Board.

Formal approval for delivering an online conference was received by the Chair and Deputy Chair at the first meeting of the PSC Advisory Board in early May 2020.

In late May, it was agreed that the 2020 PSC event would be a free event for professional staff and a budget was confirmed. From May onwards, it was full steam ahead for the committee, who set about organising the 2020 event.

The goal was to create an online event that provided similar benefits to a face-to-face conference, but that also provided staff with new experiences.

A YEAR OF FIRSTS

2020 was the first time the event was:

- Delivered online
- Free to attend
- Spread across five days
- Organised by a committee of staff all working at home
- Designed for a body of staff (mostly all) working from home.

TRANSITION TO VIRTUAL DELIVERY

Transitioning the PSC from a face-to-face event to an online delivery was a tremendous challenge. There were many factors for the committee to consider and lots of decisions to make. Unable to follow the event plans of previous conference committees, the committee had to start from scratch – which was exciting and daunting. The committee often undertook discovery, planning and delivery concurrently, testing ideas for the conference on the run.

The decision to run the conference over five days was made in the hope that the conference would be accessible to as many staff as possible, whether they be full-time, part-time, undertaking home schooling, located outside of Melbourne or internationally. The time duration each day was between 2-3 hours and the start/finish times varied each day. Where possible, video recordings of conference sessions were made available a week after the event (via Stream) for staff who were unable to access a particular session, or for staff who wanted to watch a session again.

THE UNKNOWN

June was a month of exploration to understand as much as possible about the options for an online delivery of the conference, and to learn about what other areas in the University had done to successfully transition online. Around fifteen meetings with various stakeholders across the institution were held, to learn from other areas about how they were preparing for moving face-to-face events online.

STAFF VALUE PROPOSITION INTERVIEWS

Aligning with the conference purpose (an event for the staff, by the staff) the Chair sought volunteers via Staff News to participate in an interview. The purpose was to seek input on what value the PSC could offer in a virtual form, as well as on the program design. Ten staff interviews took place, with representation from Chancellery, Academic Divisions and COO-P across varying HEW levels. This feedback, in conjunction with input from the organising committee, formed the 'north star' for the planning and eventual execution of the event.

EVENT WEEK

Holding a five-day conference meant five days' worth of volunteers were needed. Critical to the success of the week was a detailed roster with clear roles and responsibilities for each session on each day. An example of the roles and responsibilities for the committee during the conference week is available in the appendix.



THE ORGANISING COMMITTEE

The 2020 organising committee was made up of 23 staff with representation from 13 Academic Divisions and six shared service areas. Just under 20 committee meetings took place across the year, with only three of these face-to-face, the remaining conducted via Zoom.

In an online environment building rapport and gaining trust with the committee was a challenge, but knowing we were creating a new experience for professional staff was the glue keeping the group on track. There were some challenges early on with a number of staff leaving the committee (there were initially 40 volunteers) but the remaining group took it in their stride and didn't falter on the goal.

As this was the first online PSC, there were a lot of unknowns and this impacted planning for the committee, and subsequently late decision making often led to shorter than ideal execution time.

The committee was split into four sub-committees with the whole committee meeting fortnightly and sub-committees meeting on the alternate weeks. Sub-committee leads were appointed for ease of management.

The sub-committees and their roles and responsibilities:

- 1. Sponsorship** – the sourcing and servicing of sponsors
- 2. Technology** – all aspects of the event platform including registration
- 3. Program and Presenters** – program design, and presenter selection and liaison
- 4. Marketing** – event communications, promotion and website

An Analysis and Reporting group was not active for the 2020 conference, but at the completion of the event, a committee member took the lead on the reporting and analysis aspects.

The Chair (with support from the Deputy Chair) had budget responsibilities and oversight over the whole event.

THE 2020 COMMITTEE (ALPHABETICAL ORDER, FIRST NAME)

Amanda Kirsten
Ami Atkinson
Anisha Pillai
Barbara Johnson
Caleb Muller
Calista Sim
Carole Hinchcliff
Claire Embregts
Dandapani Lokanathan
Friska Wirya
Helen Steer
Jacqueline Prestedge
Lisa Caruana
Liz Williams
Lorraine Quattrocchi
Millicent Perry
Myron Yovannidis
Narges Adhami
Renaldi Gondosubroto
Sam Shokravi
Sarah McKay
Sarah Marcola
Shahreen Rahman
Shelley Green (Deputy Chair)
Stephanie Spence (Chair)
Thomas Elmer

SUB-COMMITTEE LEADS

Marketing	Amanda Kirsten (from March-July) and Liz Williams (from July-Sept)
Technology	Caleb Muller
Program/Presenters	Myron Yovannidis
Sponsorship	Sam Shokravi (from March-July) Shelley Green (from July-Sept)
Reporting	Helen Steer



THE 2020 COMMITTEE

Planning for the conference involved regular meetings of the committee (fortnightly from March-July and then weekly in August and September), a dedicated Microsoft Teams channel and regular meetings with the Chair and leads of the sub-committees. Feedback from the committee indicated that these things are also what worked well, in addition to having a dedicated Chair role and a group of people that were flexible and adaptable.

What was missing from the planning (and was subsequently feedback for something to improve) was a detailed event project plan. Other areas for improvement largely focused on IT and communications between the organising committee as well as communications in the lead up to the event itself. There was also an assumption that all staff were familiar with and comfortable using Microsoft Teams, so a recommendation for future would be to baseline staff (with training) on any digital tool that is essential for the planning of the event.

Survey results from the committee indicate that they gained skills in leadership, event management and Zoom functionality as well as moderating/facilitation skills.

THEME

The very first task for the committee was to develop a theme for the 2020 event. An ideation workshop with Kylie Hicks (Design Lead, Service Experience & Design Team) was conducted with the aim to use a short amount of time (60 mins) to create theme ideas using design thinking techniques.

The agreed theme developed for the conference was Building Resilient Futures with sub-themes of Adapting to Change and Building Capability. The Australian bushfires were front of mind when the theme and sub themes were developed, with the committee hoping it would encourage staff to be forward thinking and resilient in the face of adversity. With the events that eventuated in 2020, the theme and sub themes were increasingly relevant, more than the committee could have hoped or planned.



SUB COMMITTEES

TECHNOLOGY

The technology sub-committee was responsible for the event logistics including the event registration the event platform and associated troubleshooting.

One of the hardest decisions for the 2020 conference committee was how to deliver the event. A few options looked viable during exploration; the committee then had to choose what would work best for the event. Some of the options considered included an IBM Enterprise video streaming service, which would have been great for one-to-many video streaming, but not great for the one-to-few interactions.

Building a website was an option, but the committee didn't have the expertise or resources and hiring someone to undertake a website build would have been time intensive and expensive. There were several online options, but it was hard to know which was more reliable over the other and we had limited time to decide.

CVent was the platform selected for 2020 as they had been involved with the 2019 event (nametag generation) and because they offered a suitable off the shelf product that met the anticipated needs of committee of having a one stop shop for attendees to find information about the conference, details of presenter sessions and Zoom links.

EVENT REGISTRATION

There was a two-part registration process

- 1. Week of 17 August**
 - a. Event participant registration and registration for 2x Keynotes & the Indigenous Panel
- 2. Week of 7 September**
 - a. Event Platform launched and the program (staff and social sessions) made available

The two-part process wasn't ideal and isn't recommended for future events. It was borne out of necessity, due to tight timelines and dependencies within the committee. Attendee feedback validated that the process wasn't ideal, citing that it caused confusion.

REGISTRATION STATISTICS

Registrations for the conference were relatively steady each week in the lead up to the event – with a surge in the week prior to the event, which coincided with the full program being available. Of interest was the 140 registrations received in the event week itself, indicating the interest in last minute attendance. A full list of the session registrations and Zoom attendee numbers can be seen in the appendix.

REGISTRATIONS BY WEEK

Date	Number registered (total 1688)
18-23 August	270
First week, only keynote and panel available	
24-30 August	307
31 Aug-9 Sept	332
7-13 Sept	639
Full program became available	
14-18 Sept	140
Conference week	

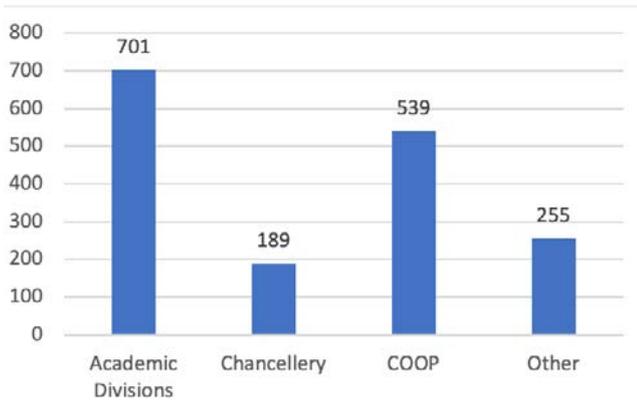
REGISTRATION PROFILE

The attendance from staff at the 2020 event was spread more broadly across HEW levels than at previous conferences and each Academic Division was represented – as per below.

REGISTRATION TYPE

 Staff Attendee	1,606
 Presenter	23
 PSC Committee	25
 Sponsor	34
Total registrations	1688

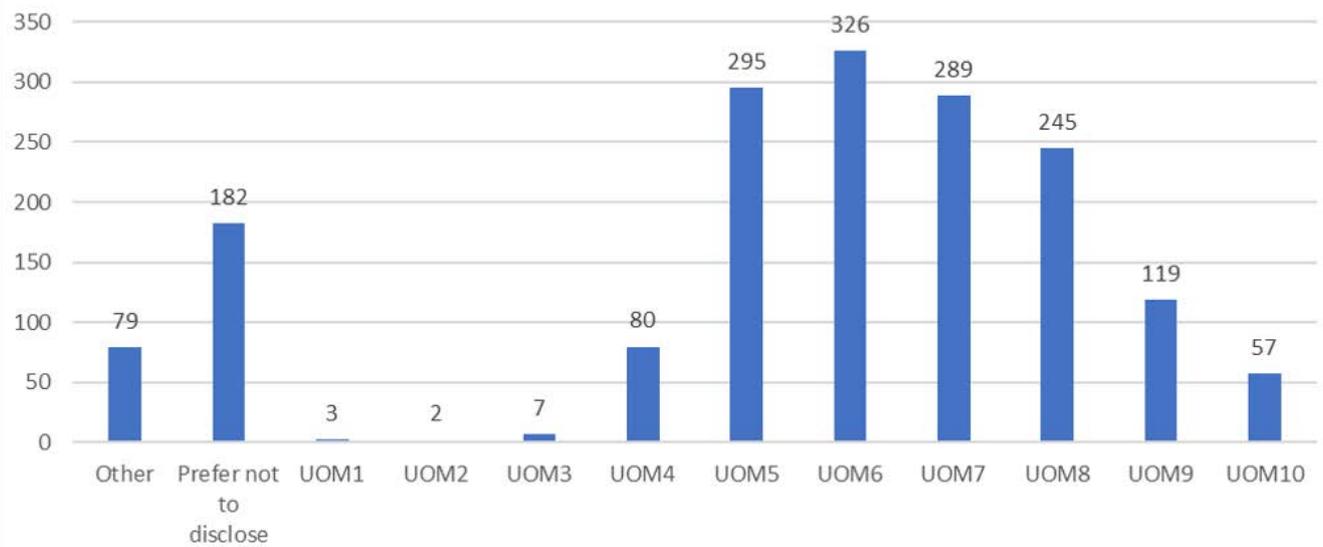
PRIMARY WORK AREA OF REGISTERED STAFF



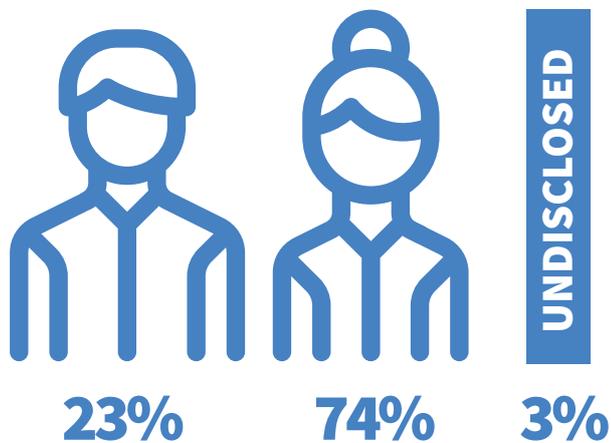
ACADEMIC DIVISION BREAKDOWN

Faculty or School	Registered
Faculty of Architecture, Building and Planning	42
Faculty of Arts	65
Faculty of Business and Economics	70
Faculty of Fine Arts and Music	25
Faculty of Medicine, Dentistry and Health Sciences	255
Faculty of Science	58
Faculty of Veterinary and Agricultural Sciences	43
Melbourne Graduate School of Education	48
Melbourne Law School	33
Melbourne School of Engineering	62
Grand Total	701

HEW LEVEL OF REGISTRATIONS



GENDER OF REGISTERED STAFF



A comparison to event registrations from the 2019 event seem irrelevant due to the vast difference in nature between the two events. Of interest could be that 2019 saw the highest attendees of all the face-to-face PSCs to date (762 attendees) with the 2020 event drawing 1688 registrations and just over 1450 successful log-ins. From the survey responses, 52% of survey respondents said if given a choice they would prefer a hybrid conference in the future.

EVENT PLATFORM/S

There were two parts to the Cvent system, the first was the registration system and the second was the event platform (Crowd Compass). The technology team worked with Cvent staff on the look and feel of the both of these systems with assistance from the marketing sub-committee. They also worked on the configuration of both systems to ensure there was a smooth flow of registration information into the event platform.

Overall, the registration system was easy to use for an attendee (front end) but a little clunky at the back end (technology committee). For the event platform, again, in general it was quite configurable with the reporting and email functionality good to use, but several features could have worked better.

There were some hard coding and configuration restrictions, meaning that the technology committee couldn't achieve exactly the look and feel requested (important for the sponsors) and everyone was frustrated (committee and attendees) with the need to log into the event platform each day with a different code. The committee were thankful to the Cvent team for highlighting the importance for getting the Cvent email domain whitelisted with the UoM cybersecurity team, as before this happened, emails were taking a very long time to arrive from the platform to the inbox.

FOR THE 2021 CONFERENCE IF YOU WERE GIVEN THE CHOICE YOU WOULD PREFER:

Type of delivery	Responses	Percentage
Hybrid	111	52%
Face to Face	49	22%
Virtual	42	20%
No Preference	14	6%
Total	216	100%

ZOOM

Zoom was the meeting platform used to host all the sessions in the 2020 PSC event. A Zoom webinar license was requested from the Service Centre for the PSC team early in the planning, in anticipation that the registrations and attendee numbers would exceed the 300 limit for individual staff Zoom meeting accounts. Zoom webinar licenses are available in 500, 1000 and 3000 and need to be booked in advance.

A Zoom webinar license was used for the opening and closing address, the two keynote speakers and the cocktail hour. All other sessions were conducted using zoom meetings. Zoom webinars and zoom meetings have the capability for recording and the permission of each presenter was sought for recording of the sessions.

IT SUPPORT

IT support was essential for the success of the event. Three staff from the Support Centre team in Business Services were engaged (for a fee) to support all five days of the event. Feedback received suggested engaging the IT support slightly earlier would have worked better so that a more in depth briefing and training could have taken place.

SESSION RECORDINGS - STREAM

Thanks to a committee member who worked in the IT service area, the committee found out (in August) that a Microsoft Office 365 program (Stream) was available for staff use (from August 2020) and that it had the capability for Zoom recordings to be uploaded all in one place. A PSC 2020 Stream Channel was developed at the conclusion of the event and all the event recordings (that were taken) were made available for staff to watch. A great benefit of Stream is the auto transcription (voice recognition) that provides a written account of the recording concurrently with the video playing.

27 videos viewed a combined total of 316 times. The The Professional Staff Conference Stream Channel can be found here: <https://web.microsoftstream.com/group/04819508-9b52-4808-a21e-1a32c02d1fd0?view=videos>

PROGRAM AND PRESENTERS

The program and presenter sub-committee had the huge job of being responsible for the program creation, the call for submissions from staff, and presenter training and preparation. Feedback from the 2019 event indicated that this sub-group should be split into two, but because of the nature of the online event, it was kept as one for 2020.

PROGRAM

The program creation was an epic task. Across the five-day event there were just under 60 sessions comprised of the following:

- An opening and closing address
- Two keynote addresses
- One panel
- 10 staff sessions (aligned to the Adapting to Change sub theme)
- 10 staff sessions (aligned to the Building Capability sub theme)
- 9 sponsor sessions
- 13 coffee clubs (networking session)
- 12 social sessions (including Auslan, Ask Me Anything and pub trivia).

A full version of the program can be found in the Appendix.

Most sessions were 30 minutes in length and scheduled back-to-back. Feedback from the committee and attendees indicated that some sessions needed to be longer than 30 minutes and that breaks needed to be scheduled in (of between 5-15 mins) to account for running overtime and to allow breaks for attendees. Feedback also showed that more question time should be allocated.

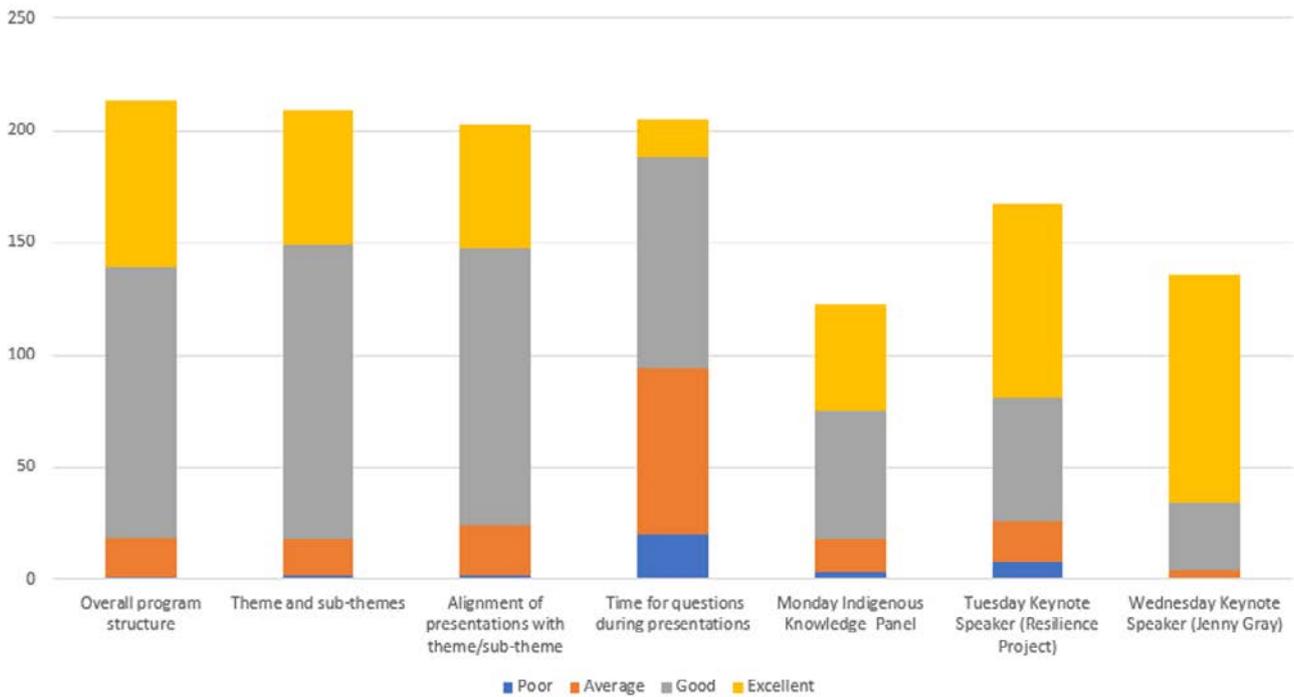
The social program and the coffee clubs were a new initiative for the 2020 event, arising out of the staff value proposition interviews and the desire from the committee to provide something new as part of the online event. Feedback received from attendees about the social sessions was positive, however the coffee clubs received fewer than expected attendees and could be tweaked for future versions of this event.

CALL FOR SUBMISSIONS

A call for submissions opened to professional staff on 20 July and closed on 9 August. Due to the timeline being short and an initial lower than hoped level of interest, the deadline was extended by a week. In total 36 submissions received, 18 across each of the two sub-themes.

Submissions were received using a Qualtrics form and while this was easy to administer online, the back end for exporting and reading was less than ideal. Assessing the successful submissions was determined by the sub-committee using a scoring template, looking at how well the content aligned to the sub-themes, how much audience engagement there was and what message the presenters wanted to leave with the audience.

Please rate the following regarding the Conference:



PRESENTERS

A guideline document was created and provided to the successful staff submissions which outlined what help was available to them in the lead up to the event. A series of drop-in sessions were organised for presenters, at which they could test their Zoom backgrounds, their speakers and any videos or imagery they wanted to use during the event. These sessions were not intended to be a dress rehearsal, rather an opportunity to ask the committee questions and seek answers on what was to be expected. In addition to the drop-in sessions a range of online resources were made available to presenters to assist in their preparation for the event.

Not all presenters felt well enough supported, with feedback calling the drop-in sessions confusing and during the conference week there were IT and computer issues. An improvement suggested from the committee for future online conferences could be to have presenters matched up with other presenters and a dress rehearsal undertaken between them. This would allow for practice time and not impact the committee with additional commitments. A lot of positive feedback was also received from presenters which can be seen in the appendix.

A further improvement idea arose because of the overlap between this group and the sponsorship group. Sponsors who were presenting needed a lot of guidance and at time it was unclear who was responsible for managing this, so an idea could be to have a dedicated committee member on the presenter group to work with sponsors.

BREAKDOWN OF PRESENTERS AND THEIR AREA OF WORK

Area	Number of presenters
ABP	4
Business Services	2
Campus Services	2
Chancellery	2
Digital Transformation officer	2
Faculty of Arts	1
MDHS	1
Melbourne Disability Institute	1
MGSE	1
MLS	1
MSE	1
RIC	5
Science Gallery Melbourne	1
Service, Experience and Design	3
Strategy and Culture	3
Student and Scholarly Services	7
VCA	1
Grand Total	38

SPONSORSHIP

It was a challenging climate for sponsorship in 2020 but despite the circumstances, \$7500 in sponsorship dollars and approx. \$20000 of in-kind sponsorship was received. The sponsorship sub-committee was the smallest sub-committee, which initially, with the COVID pandemic and related perceived sponsorship flow on effects, wasn't of concern. However, once it was clear that there was still interest for sponsoring the event, in retrospect it would have been better to add additional committee members to this group.

To add to the pressure of low committee numbers, the lead staff member stepped away from the committee mid-way through the planning, leaving the Deputy Chair with a larger than ideal role, but one that she stepped up to with vigor.

There were four (4) gold sponsors, one silver sponsor, and nine (9) contributing partners.

Gold (\$2000)	Silver (\$1500)	Contributing partners (prize donations)
UniBank UniSuper Bridge Consulting University House (in-kind contributions to the value of ~\$20k)	Backcare and Seating	Order In, Lancemore, Quest, MU Sport, Best Western Plus, The Roses Only Group, UniHealth, AESOP, Chocolatier Chocolates

Details of the sponsorship packages can be found in the appendix.

PRIZES

The money received from the sponsors allowed the committee to purchase 280 of The Resilience Project books for give-aways while the generosity of the contributing partners led to the following prizes on offer for presenter awards and additional random giveaways:

- Quest voucher (value \$450) for 2 nights in a 2-bed apartment (Southbank)
- Lancemore voucher (value \$379) for 1 night (2 ppl) including breakfast - Werribee Mansion
- 2 x Best Western voucher (value \$250) for 1 night stay (2 ppl) including breakfast in Carlton
- \$250 coles voucher (thanks to UniHealth)
- Order-in Grazing Box (value \$100)
- AESOP – 8 packages (value \$66)
- Chocolatier Chocolates – 8 boxes (value \$15)

In the absence of a virtual booth for the sponsors, as part of the package, gold and silver sponsors were offered sessions on the program. Servicing the ongoing needs of the sponsors in the lead up to the event was time consuming and improvements would need to be made for any future events so this work doesn't fall to one person. An idea would be to have one committee member allocated to each sponsor (like was the case for someone in the technology group assigned to a sponsor) allowing for a personalised experience for the sponsor and a less stressful experience for the committee.

Feedback from attendees on the sponsor sessions was mixed, with some saying they wanted less sponsor involvement and others saying the sessions were of value.

PRIZE WINNING STAFF QUOTES

“Thanks Stephanie, that’s awesome! You have just made my day! We are not far from Healesville Sanctuary (but slightly more than the 25km radius) and were planning on getting memberships once things reopened!” (Zoo membership winner)

“Thanks very much for this, it is rare I win anything!” (Book winner)

“Thank you very much for this – I look forward to picking the book up and even more excited to share the book with someone else!” (Book winner who signed the pledge)

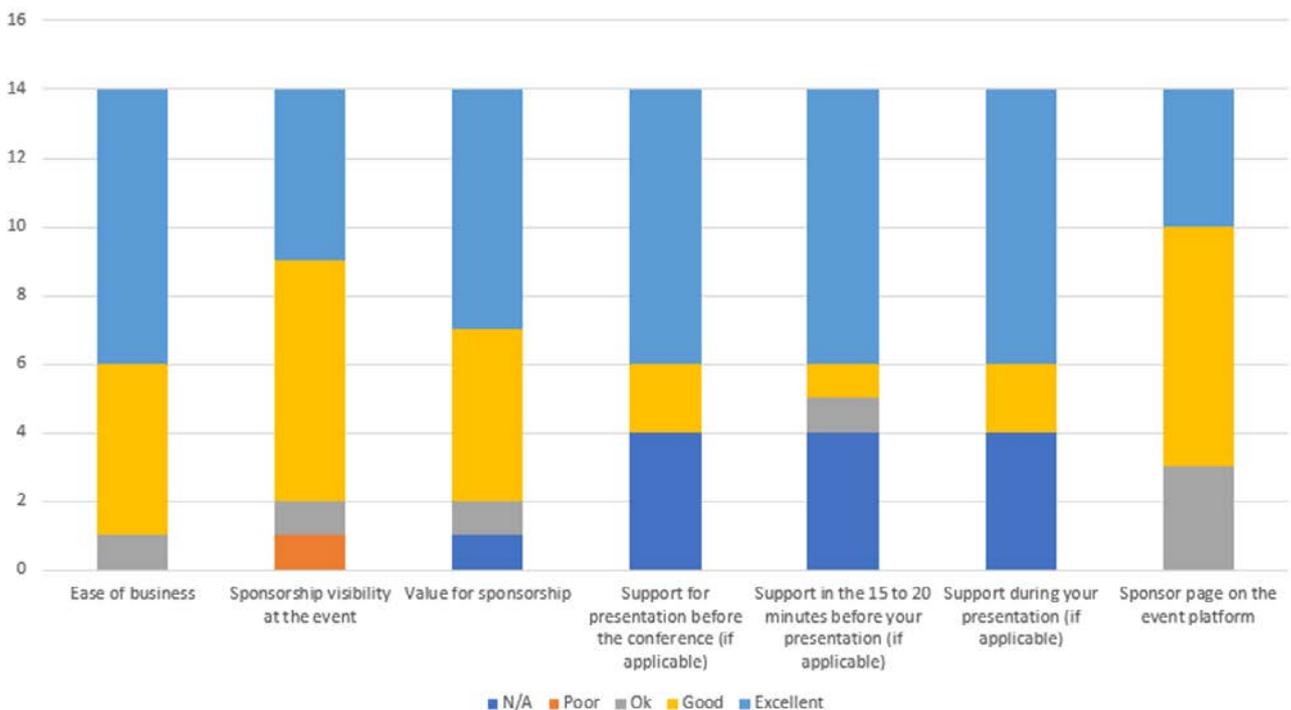


SPONSOR QUOTES AND FEEDBACK

“...it was absolutely “tops” working with you both, let’s keep in touch. It was all a new way for us all to get our heads around and I think we all did exceptionally well. You two are absolute treasures to UoM”

“Having not ever attended a virtual conference, I was impressed with the communication, set up, usability and functions available”

Sponsor Feedback



STAFF AWARDS

As with other years, attendees were able to vote on the best staff presentation (one vote per attendee) and the awards went to:

- 1st place** David Staples – Autism 301: Care and Feeding of your autistic for best results
- 2nd place** *tied* – Yvette Ladzinski - Own it and grow: Transforming imperfect experience into opportunities for growth
- 2nd place** *tied* – Virginia McNally – Virtual Campus Garden Tour
- 3rd place** Robert Walton - Child of Now

MARKETING

The marketing sub-committee was responsible for the branding, promotion and communication of all aspects of the conference and conference website.

Each year the dedicated website and email address for the PSC is handed over.

<https://staffconference.unimelb.edu.au/>

psc-info@unimelb.edu.au

As the 2020 conference was the first one to be delivered online, the committee wanted to differentiate the conference from other conferences. To achieve this, the committee opted to amend the look and feel of the branding on the conference website and for other related materials. Working with the relevant staff in Chancellery Marketing, a new visual was created, with the aim of representing an online delivery of the conference.

NEW LOOK FOR 2020

In the absence of having an on-campus presence for promotion, the main channels used for communication included Staff News, Staff Hub, Yammer, Org Unit meetings, HR staff in Faculty and contacts and colleagues of the committee, which pushed staff to view the website where all the updates and information was housed. A highlight for the promotion for the conference was having the Chair interviewed by Allan Tait (August 25) during one of his video updates.

An effort was made to contact staff located in the international offices as well as on campuses in regional areas given the online delivery of this event and that physical location (or cost) didn't hamper attendance and it was successful because there were staff from the Singapore and Malaysia offices online as well as staff from non-Parkville campuses.

During the event week, the marketing sub-committee sent a daily email from the event platform. This email contained a highlight (or quote) from the sessions from that day as well as a reminder of the sessions to come in the remaining days. The daily email also contained a sponsor buzz-word for a competition that one of the gold sponsors held, and feedback from that sponsor was positive, stating that it drew greater traffic to their website as a result.

Some duplication of work occurred as a result of the website and event platform being separate and any future events should consider this in their planning. A further improvement would be to engage central marketing earlier and have a clearer communications plan tied in the overall event plan.



BUDGET

The 2020 conference was free to attend, so no income was received in ticket sales.

The total budget for the 2020 PSC was based on:

Income \$29000 (including carry over surplus from 2019)

Sponsorship \$7500

Total income \$36500

Expenditure \$28760

Net Balance \$7740

A detailed list of budget items can be found in the appendix



SURVEY AND FEEDBACK

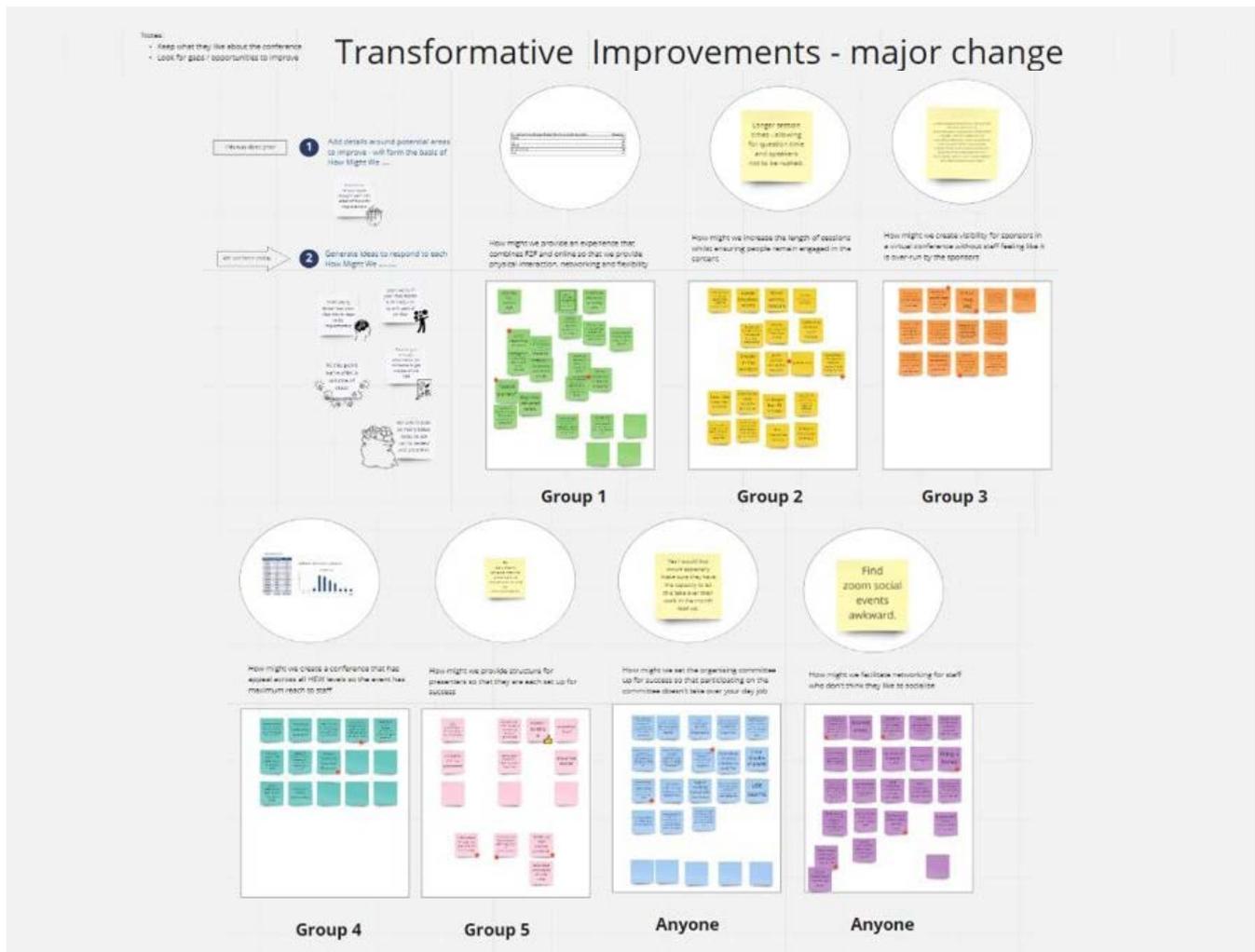
218 staff completed the post event survey which was a mix of existing questions (from 2019) and new questions because of the online delivery of the event. A detailed analysis for comparison to previous years was not undertaken due to the different nature of the 2020 event (being online).

Instead the committee took a human-centred approach to the feedback by going through the verbatim responses in detail, grouping them into themes and then two workshops were

conducted (with support from the Service Experience & Design team) which developed ideas for solutions to hand over to the 2021 committee. Miro (an online collaboration tool) was used for the workshops.

A Miro board of the output from the second workshops of the committee

https://miro.com/app/board/o9J_kjP19hM=



RECOMMENDATIONS

A large number of the recommendations relate to whether the event will be online in 2021

GENERAL

- Nominate the 2020 Committee for a Melbourne Professional Excellence Award
- Consider holding 2 PSC showcases during the year (March, June) for presenters to have time to practice in an online format
- Hold 1-2 handover sessions with the 2020 committee

COMMITTEE SPECIFIC

- Use the 2020 event to create a detailed project plan
- If using a Teams channel in 2021, run a training session with the committee on how to use it

REGISTRATION

- The two-part registration process wasn't ideal and isn't recommended for future events

TECHNOLOGY

- Engage IT support earlier than 2 weeks prior to the event

PROGRAM – SOCIAL

- Continue with a social program for future events

SPONSORSHIP

- Start the process for this early, almost as soon as the committee it formed

MARKETING

- Engage central marketing team earlier
- Aim for an integrated event platform to minimise duplication of effort

APPENDIX

Roster from the event week

STAFF	Description of role
Event lead/s	<p>The Event Lead/s are responsible for coordinating all elements of the conference. This includes organising all relevant staff, producing the daily run sheet and responding to issues that arise throughout the week (via the PSC inbox). They will dip in and out of sessions all week. If you are unsure who to send a question to, send it to the event lead/s.</p> <p>Stephanie 0416 140 444 Shelley 0403 121 239</p>
Room Manager	<ul style="list-style-type: none"> • Enters room 20 mins before session time • Reclaim host in room • Make tech person host and all presenters and yourself and the support co host (click on participants link to do this) • Rename your zoom profile by clicking on participants and yourself and change name - adding PSC Committee • Confirm how presenter wants Q&A/chat to work • Introduces presenter (see Introduction Script as a guide) • Moderates Chat (relevant to session - content being delivered) • Gives presenter 5 min bell (unmute yourself and say '5 mins to go') and put it in a private chat to them • Ends session (see Session End Script) • Time permitting - asks if they can take a screen shot (photo) of the session - asking those who are not interested to drop off or turn their photo off • If you want to do a Welcome to Country you can - there is some text in the table at right • After the session - log into zoom online to get the participant numbers • Have the slides for the presenter ready to go in case of emergency
Room support	<ul style="list-style-type: none"> • Chat moderator (for those questions NOT relevant to the session - are the slides available, will this be recorded etc) • Enters the next room 5 mins before the next session starts to go to support the room manager • If there is confusion - private message the room manager for chat related things • Enter the text (for the chat as per the table on the right) in the chat box for the attendees, twice, once at 5 mins and once at 15 mins
PSC inbox	<ul style="list-style-type: none"> • Checks the PSC inbox all day • Uses the Team channel (from the relevant day) and posts any questions they cannot answer (Steph and Shelley to check)
Coffee Club lead/s	<ul style="list-style-type: none"> • Responsible for the coffee clubs • Needs to allocate the room using breakout into 4 groups of 2 for [5 mins] • If there is an uneven number of people attending, you will need to participate in the networking! • There will be one link for the whole day, so you will see the next 8 people enter the waiting room for you to let in when their session starts • If someone drops out of the current session, you will see them pop into the wait room, please let them back in • Use AMA questions if you get stuck
Technical Support Consultants	<p>Technical assistance, with a focus on the presenters, but also for attendees. Will be made co-host of the stream they are in. Will have presentations sent to them for back up needs. Available to answer technical questions that arise in the chat.</p> <ul style="list-style-type: none"> • Tech support to make the room manager the HOST before they leave for the next session • Will admit people from the wait room

2020 Professional Staff Conference

“Building Resilient Futures”

14-18 September 2020

PROGRAM



Monday 14 September

10:00 – 10:30AM	<p>Opening Remarks</p> <p>10:00AM Welcome to Country</p> <p>10:10AM Professional Staff Conference Committee Chair – Ms Stephanie Spence</p> <p>10:20AM: Welcome Address – Professor Duncan Maskell, Vice-Chancellor</p>				10:00 – 10:30AM	
10:30 – 11:25AM	<p>Indigenous Knowledge Panel Discussion (brought to you by UniSuper)</p> <p>Professor Aaron Corn (Inaugural Director, Indigenous Knowledge Institute); Aurora Milroy (Manager, Indigenous Knowledge Institute); Inala Cooper (Director, Murrup Barak, Melbourne Institute for Indigenous Development); Mayatili Marika (Yothu Yindi Foundation Partnership Officer & Cultural Advisor); A/Professor Michael-Shawn Fletcher (School of Geography, Faculty of Science); Jefa Greenaway (Knowledge Broker/Lecturer – Indigenous Curriculum Development, Melbourne School of Design)</p>				10:30 – 11:25AM	
11:30AM – 12:00PM	Coffee Club	<p>Problem Framing</p> <p>-</p> <p><i>Presenters Jessica Ridout & Louise Long</i></p>	<p>Influencing the Academy: How third-space professionals help you bridge the operational and academic divide -</p> <p><i>Presenters Tyne Sumner & Brian Martin</i></p>	<p>Resilient People working in a surprisingly agile University: It only took a global pandemic -</p> <p><i>Presenter Andrew Everett</i></p>	<p>“Resilience in volatile investment markets” – presented by UniSuper</p> <p>-</p> <p><i>Presenter Derek Gacoigne</i></p>	11:30AM – 12:00PM
12:00 – 12:30PM	Coffee Club		<p>Be part of the change: take action on sustainability at UoM -</p> <p><i>Presenters Sue Hopkins & Raveena Grace</i></p>	<p>All in this together: what WFH is teaching us about new ways of working -</p> <p><i>Presenters Andrea Phillips & Tom Hyde</i></p>	<p>“Building a resilient financial future Q &A” – presented by UniSuper</p> <p>-</p> <p><i>Presenters Kiran Bhuller & Jamie Laird</i></p>	12:00 – 12:30PM

12:30 – 1:00PM	Coffee Club	Virtual campus garden tour - <i>Presenter Virginia McNally</i>	Auslan – sponsored by UniBank - <i>Presenter Luke King</i> <i>Interpreter: Tyson Boal</i>	Relinquishing Control: A Conversation With Elite Student-Athletes - <i>Presenters Simone Brick & Catriona Bisset</i>	12:30 – 1:00PM
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Tuesday 15 September

10:00 – 11:00AM	Keynote (brought to you by Bridge Consulting) Hugh Van Cylenburg – Founding Director/Facilitator The Resilience Project				10:00 – 11:00AM
11:00 – 11:30AM	Coffee Club	Bridging the gap: Tips for inclusive and accessible communication - <i>Presenters Sara Donaldson & Julie Anderson</i>	Melbourne Connect: The role of precincts and place in fostering innovation - <i>Presenters Phil Callaghan, Kate Witham & Susie Anderson</i>	“Adapting your skillset to the changing workplace” <i>– Presented by Bridge Consulting</i>	11:00 – 11:30AM
11:30AM – 12:00PM	Coffee Club	ASK ME ANYTHING	Auslan – sponsored by Bridge Consulting - <i>Presenter Luke King</i> <i>Interpreter: Tyson Boal</i>	Pilates for all abilities – MU Sport - <i>Presenter Ange La Scala</i>	11:30AM – 12:00PM

Wednesday 16 September

11:00AM – 12:00PM	Keynote (brought to you by UniBank) Dr Jenny Gray – Chief Executive Officer Zoos Victoria				11:00AM – 12:00PM
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12:00 – 12:30PM	Coffee Club	How does your GaRDeN grow? Cultivating a culture of communication - <i>Presenters Suzy Ryan, Ceira Barr & Holly Jones</i>	Scan & Send: How we're delivering our cultural collections to researchers, academics and students - <i>Presenters Silvia Paparozzi, Stacey Zarifopoulos & Adrian Di Lorenzo</i>	Adaptability for leaders in a changing world – presented by UniBank - <i>Presenter Snezana Novakovic</i>	12:00 – 12:30PM
12:30 – 1:00PM	Coffee Club	Spanish Language 101 - <i>Presenter Isidro Martinez Garcia</i>	Auslan - <i>Presenter Luke King</i> <i>Interpreter: Tyson Boal</i>	UniBank Q&A	12:30 – 1:00PM

Thursday 17 September

1:00 – 1:30PM	Coffee Club	Supporting the knowledge translational capabilities of UoM researchers and professional staff - <i>Presenters Gregory Harper, Margie Mahon & Ruth Park-Jones</i>	Anticipating and embracing change: Making Canvas Commons work for you - <i>Presenters Ariana Henderson & Morag Burnie</i>	5 ways to Super Charge your Super-title – presented by UniSuper - <i>Presenters Dianne Soumbassis & Tanu Kallivayalli</i>	1:00 – 1:30PM
1:30 – 2:00PM	Coffee Club	Own it and grow: Transforming imperfect experience into opportunities for growth - <i>Presenter Yvette Ladzinski</i>	MSDx: Moving large scale events online - <i>Presenters James Rafferty, Philippa Knack & Tim Powell-Wright</i>	Speak to your local Bridge Recruitment Consultant – send through any questions – presented by Bridge Consulting	1:30 – 2:00PM

2:00 – 2:30PM	Coffee Club	Zoom On, Zoom Off - <i>Presenter Rinske Ginsberg</i>	Open Day 2020 - <i>Presenter Brendan Cooling</i>	Homeloan Health Check – meet some of our Melbourne UniBank team – presented by UniBank - <i>Presenter Fiona Luck</i>	2:00 – 2:30PM
2:30 – 3:00PM	Coffee Club	ASK ME ANYTHING	Pub Trivia (runs until 3.30)	Auslan – sponsored by UniSuper <i>Presenter Luke King</i> <i>Interpreter: Tyson Boal</i>	2:30 – 3:00PM

Friday 18 September

2:30 – 3:00PM	Auslan - <i>Presenter Luke King</i> <i>Interpreter: Tyson Boal</i>		Ergonomic Solutions for the home and office – brought to you by BackCare and Seating	2:30 – 3:00PM
3:00 – 3:30PM	Coffee Club	What we do in the shadows: Fostering professional networks around strategic drivers - <i>Presenters Anne Kelly, Suzy Ryan & Joanna Catlin</i>	Child of Now – Robert Walton	3:00 – 3:30PM
3:30 – 4:30PM	Coffee Club	Autism 301: Care and feeding of your autistic for best results - <i>Presenter David Cameron</i>	Fraud, War, Fire, and Pandemic: the University's History of Resilience - <i>Presenter James Waghorne</i>	3:30 – 4:30PM
4:30 – 4:50PM	Closing Remarks			4:30 – 4:50PM

4:50 – 5:20PM	Cocktail Hour	4:50 – 5:20PM
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Thank you to our Sponsors:



Sponsorship Packages

Sponsorship Levels:

- **Gold Sponsor:** \$2,000.
- **Silver Sponsor:** \$1,500.
- **Bronze Sponsor:** \$1,000.
- **Contributing partner:** Donation of prizes/giveaway or capability uplift via content/content delivery.

<i>Benefits</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>	<i>Contributing partner</i>
<i>Keynote/Panel brought to you by</i>	Yes	No	No	No
<i>Sponsor a social aspect (pub trivia etc)</i>	Yes	No	No	No
<i>Sponsor presentation (practical and hands on - relevant topic)</i>	Yes	Yes	No	Negotiable
<i>Sponsor Q&A (pre- sent in questions, one to many answering)</i>	Yes	Yes	No	No
<i>Speaker on a panel (optional) only if high profile</i>	Negotiable	Negotiable	No	No
<i>Scheduled Interviews/Drop Ins</i>	Yes	Yes	Yes	No
<i>Banner Behind Speaker</i>	Yes	Yes	Yes	No
<i>Merchandize/Prizes</i>	Yes	Yes	Yes	Yes
<i>Link/Logo on Conference Website</i>	Yes	Yes	Yes	Yes
<i>Mention in welcome address</i>	Yes	Yes	Yes	Yes
<i>Complimentary conference access for your staff (limits applied)</i>	Yes	No	No	Yes

THE 2020 BUDGET

	Approved Budget \$	Actuals \$	Details/Notes
Themis code 01-9860-10-XXXX-090361-GEN-27-01			
BUDGET	29000.00		
INCOME			
Sponsorship			
In Kind			<i>Dollar amount in actual to be zero</i>
Werribee Mansion		-	Voucher for 1 night stay for 2ppl inclu breakfast (\$379)
Quest		-	Voucher for 2 night stay in a 2 bedroom apartment Southbank (\$450)
University House		-	Gold sponsor (In-kind approx \$20k)
Best Western		-	2 x 1 night accomodation for two people (Executive Room King/Queen) and two hot breakfasts (2 x \$250)
UniHealth			Voucher to the value of \$250
Order In			\$100 grazing box
Dollars			
UniBank	2000.00	2,000.00	Gold sponsor
UniSuper	2000.00	2,000.00	Gold sponsor
Bridge Consulting	2000.00	2,000.00	Gold sponsor
Backcare and Seating	1500.00	1,500.00	Silver sponsor
TOTAL INCOME:		36,500.00	
EXPENSES			
Technology			
Platform	8800.00	8000	CVent Req # 464644
AV	3000.00	2180	Event Technical Support (actual on 3 Sept is 2560 ex GST) RITM0366578
Program			
Welcome to Country	700.00	700	Including GST
Auslan	2600.00	2285	Auslan Consultancy INV-0127
The Resilience Project Keynote	5390.00	4900	4900 Exluding GST - Req # 464650
Zoo memberships	1140.00	1140	Bought as a thank you for Dr Jennifer Gray speaking for free - looking at 5 double passes. They are \$114 each
Resilience books	8872.00	8066	Looking at buying 280 books for giving away. They are \$35 each and Inv 4450 - for 280 books and shipping
Committee			
Lunch handover 2019 to 2020	370.00	337	Attendees for FBT can be taken from the meeting acceptances
Thank you gifts	1150.00	1150	23x\$50 Readings Vouchers Gift for Chair
Total expenses		\$ 28,758.00	
Total income		\$ 36,500.00	
BALANCE remaining (includes sponsor \$)		\$ 7,742.00	

PRESENTER FEEDBACK

It was such a great experience being part of the conference I am particularly grateful to Ti for all his help, I think he went above and beyond to help us. Great work to everyone.

Silvia Paporozzi, Scan and Send: How we're delivering our cultural collections to researchers, academics and students.

Yes I agree with Silvia very much - Ti was such a great help! It was great to be a part of the conference.

Stacey Zarifopoulos, Scan and Send: How we're delivering our cultural collections to researchers, academics and students.

It was a wonderful conference and you and the organizing committee can be justly proud.

Greg Harper, Supporting the knowledge translational capabilities of UoM researchers and professional staff

It was great to be able to be part of it and appreciate all the organisation that went into the conference.

It all went so smoothly and was great to reach so many people, particularly as we are going through such a disrupted time.

Joann Catlin, What we do in the shadows: Fostering professional networks around strategic drivers

It was a wonderful opportunity for us to connect with like-minded professional staff from across the University. We received a positive response during the session with many staff contacting us to follow up afterwards.

Your team ran this year's conference so professionally – and in such a different format to previous years. All credit to you all.

Ariana Henderson, Anticipating and embracing change: Making Canvas Commons work for you

Thanks to the whole panel - Inala, Mayatili, Michael-Shawn, Aaron for your terrific contribution earlier - you made my job so easy and very much enjoyed the yarn ...

Thanks to Myron and the whole team for your support and assistance in pulling this all together - much appreciated.

And finally, thanks for the invitation to contribute.

Jefa Greenaway, Indigenous Knowledge Panel Discussion

The big thank you should really go to the organizing committee! You all did such a great job transitioning to a big old crazy virtual conference. In the meetings and circles I run in, everyone was very grateful that the PSC went ahead. It is always a great event for the University. I am glad I was able to be part of it.

Andrew Everett, Resilient people working in a surprisingly agile University: It only took a global pandemic

Thanks for your help and support

Brendan Cooling, Director, Digital Strategy Channels

SESSION REGISTRATIONS (CVENT) AND UNIQUE ZOOM ATTENDEE NUMBERS

Day	Session name	Unique Zoom attendees	Registered (Cvent)	% attendance
Monday	Opening remarks and Panel	915	874	105%
	Problem Framing	37	capped at 30	
	Influencing the Academy: How third-space professionals help you bridge the operational and academic divide	13	capped at 30	
	Resilient People working in a surprisingly agile University: It only took a global pandemic	291	342	85%
	"Resilience in volatile investment markets" - presented by UniSuper	99	138	72%
	Coffee Club	13	8	163%
	Be part of the change: Take action on Sustainability at UoM	62	91	68%
	All in this together: what WFH is teaching us about new ways of working	246	331	74%
	"Building a resilient financial future Q&A" - presented by UniSuper	124	153	81%
	Trees in the Landscape at Parkville campus	121	170	71%
	Auslan	108	201	54%
	Relinquishing Control: A Conversation With Elite Student-Athletes	77	102	75%
Tuesday	Keynote (Resilience Project) brought to you by Bridge Consulting	833	1183	70%
	Bridging the gap: Tips for inclusive and accessible communication	168	213	79%
	Melbourne Connect: The role of precincts and place in fostering innovation	113	154	73%
	"Adapting your skill set to the changing workplace" - presented by Bridge Consulting	258	416	62%
	Coffee Club	3	10	30%
	Ask Me Anything	24	39	62%
	Pilates for all abilities	121	200	61%
	Auslan	103	188	55%
Wednesday	Keynote (Jenny Gray) brought to you by UniBank	622	1037	60%
	How does your GaRDeN grow? Cultivating a culture of communication	103	155	66%
	Scan & Send How were delivering our cultural collections to researchers, academics and students.	78	101	77%
	"Adaptability for leaders in a Changing World" - presented by Unibank	170	251	68%
	Coffee Club	10	10	100%
	Spanish 101	95	162	59%
	Auslan	71	75	95%
UniBank Q&A (note same stream link was used)	170	36		
Thursday	Supporting the knowledge translational capabilities of UoM researchers and professional staff	127	234	54%
	Anticipating and embracing change: Making Canvas Commons work for you	72	107	67%
	5 ways to Super Charge your Super - presented by UniSuper	155	287	54%
	Coffee Club	18	10	180%
	Own it and grow: Transforming imperfect experiences into opportunities for growth	223	411	54%
	MSDx: Moving large scale events online	130	205	63%
	Speak to your local Bridge Recruitment Consultant - send through any questions - presented by Bridge Consulting	17	24	71%
	Zoom on, Zoom off	94	169	56%
	Open Day 2020	78	109	72%
	Homeloan Health Check - meet some of our Melbourne Unibank team - presented by Unibank	43	75	57%
	Ask Me Anything	20	21	95%
	Pub Trivia	213	153	139%
Auslan	51	150	34%	
Friday	Auslan	63	143	44%
	Ergonomic solutions for the home and office - brought to you by Backcare and Seating	119	240	50%
	What we do in the shadows: Fostering professional networks around strategic drivers	168	323	52%
	Risk Caring, Plan To Change: Reinventing Reality Through Child of Now and The Heart	57	102	56%
	Coffee Club	14	10	140%
	Autism 301: Care and feeding of your autistic for best results	104	156	67%
	Fraud, War, Fire, and Pandemic: the University's History of Resilience	154	280	55%
	Closing remarks	210	655	32%
Cocktail hour	124	310	40%	

