

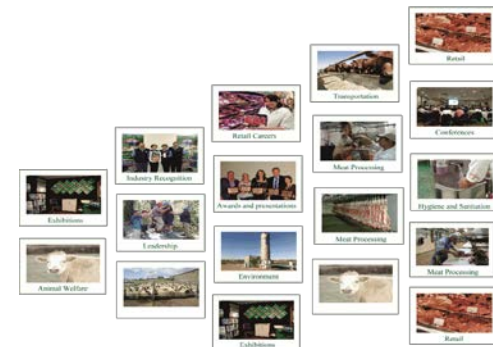
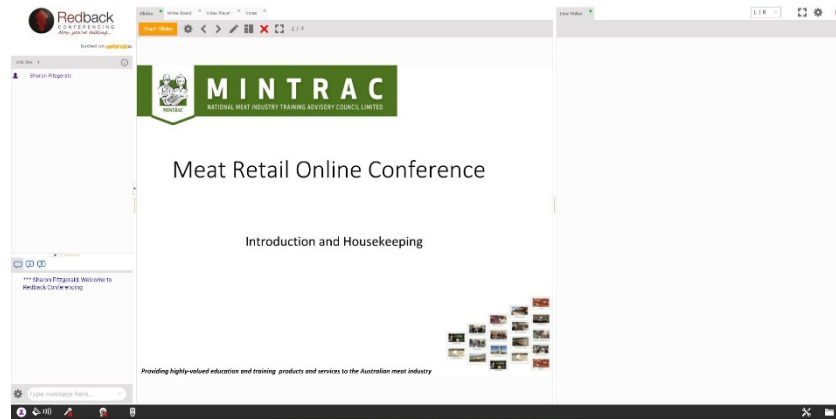


# MINTRAC

NATIONAL MEAT INDUSTRY TRAINING ADVISORY COUNCIL LIMITED

## Lessons learned from running an online conference

Sharon Fitzgerald and Fiona Gojan



*Providing highly-valued education and training products and services to the Australian meat industry*

# Overview

- Introduction
- Why have an online conference?
- Planning
- Administrative functions and challenges - Fiona
- How the conference went
- Lessons learned and advice for others

# Introduction

- Meat Retail Trainers Conference
  - Aimed at trainers delivering meat retail training
  - Annual event
  - Fluctuations in attendance
- For 2017 MINTRAC decided to make the Meat Retail Trainers Conference an online event

# Why have an online conference?

- Cost factors
- Travel restrictions
- Exploring use of technology



# Planning



# Planning

- Research
- Proposal and budget
- Decide on a platform
- Develop program – tailor it
- Practice, practice, practice
- Educate presenters
- Anticipate technical difficulties and try to resolve ahead of time
- Ask lots of questions
- Will it be recorded?



# Administration

- Invitations
- Advertising
- Payments
- Speakers and delegate management
- Conference bags
- Overall communication

**Save the date!**

**Friday 24th November 2017**

**MINTRAC's annual Meat Retail Trainers Conference**



**For the first time this will be a totally online event!**

Topics to include:

- Trade measurement compliance
- Social media in meat retail—positive and negative impacts examined
- Food safety compliance
- Panel discussion on trainer qualifications



**Presenters and sponsors wanted!**  
Send us your ideas



For more information and presentation and sponsorship enquiries please contact:

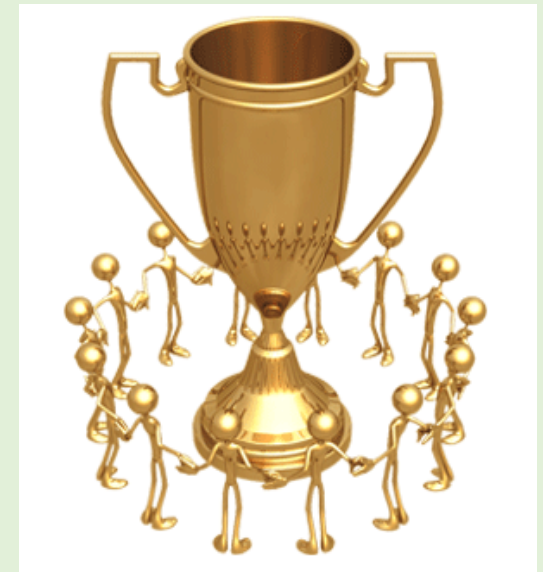
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# How did it go?



- Great!
- Some technical difficulties – we expected this
- Great support from Redback Conferencing
- Small number of attendees - 16
- Positive attitude of attendees
- Positive feedback





Slides White Board Video Player Notes

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Welcome to the MINTRAC Meat Retail Training Conference for 2017.  
 If you require any technical assistance, please call Redback on **1800 733 416**

Hi everyone, for Fahri Fahri's presentation can you please cut and paste this link into your browser (ensure it is in a new tab or window so you are not taken out of the webinar)  
[http://www.foodauthority.nsw.gov.au/\\_Documents/industry/retail\\_meat\\_food\\_safety\\_program.pdf](http://www.foodauthority.nsw.gov.au/_Documents/industry/retail_meat_food_safety_program.pdf)

Slides White Board Video Player Notes

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Changes for professional

AV Remote Control

Organizer can remotely activate, deactivate, set the volume or quality of microphone, camera and speakers for others. You can also mute / unmute / bridge for other presenters.

Sharon Fitzgerald

AV Player

on the session  
 oner workforce by Mark Tyler and Darryl Dymock, Griffith University, 2017

Instant Poll

Select from favorites

Poll Question: Do you agree with the presenter?

Anonymous  Multiple Choice  Share Results

Yes

No

Undecided

Save to Favorites

Start Close



Live Video

Sharon Fitzgerald

# The program

<b>MEAT RETAIL TRAINING CONFERENCE PROGRAM</b>	
<b>9:30-10.00</b>	<b>Sharon Fitzgerald MINTRAC</b>
• Welcome and overview	
<b>10.00-11.00</b>	<b>Malcolm Bartlett and Dr Phillip Mitchell National Trade Measurement Institute</b>
Trade measurement compliance	
• Current regulatory requirements	
• Review of national measurement legislation – guiding principles and development of options	
<b>11.00-11.30</b>	<b>Paul Saunders Chisholm Institute</b>
• Overview of Australian VET Sector, new trends and developments	
<b>11.30-12.00</b>	<b>Sharon Fitzgerald MINTRAC</b>
Social media and the meat industry	
• Uses for training and development	
• Case studies	
• How to avoid/deal with negative feedback on social media	
• Review of Interesting apps for trainers and retailers	
<b>12.00-12.30</b>	<b>Fahri Fahri, NSW Department of Primary Industries</b>
• Meat retail food safety compliance in NSW and how to maintain high rates of compliance	
<b>12.30-1.00</b>	<b>BREAK FOR LUNCH</b>

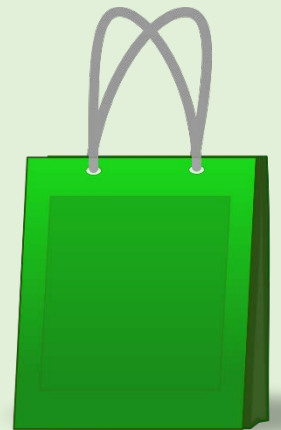
*Providing highly-valued education and training products and services to the Australian meat industry*

# The program

<b>1.00-1.15</b>	<b>Victorinox</b>
Sponsor presentation	
<b>1.15-1.45</b>	<b>Sharon Fitzgerald MINTRAC</b>
<ul style="list-style-type: none"> <li>• Presentation and discussion</li> <li>• NCVET paper - Continuing professional development for a diverse VET practitioner workforce. Implications for trainers and assessors in the meat industry</li> </ul>	
<b>1.45-2.15</b>	<b>Jenny Kroonstuiver MINTRAC</b>
<ul style="list-style-type: none"> <li>• Using YouTube films to demonstrate skills – advantages and pitfalls</li> </ul>	
<b>2.15-2.45</b>	<b>Rob Mollison Australian Meat Industry Council</b>
<ul style="list-style-type: none"> <li>• AMIC Adding Value to Meat Retailers Business, Developing Better Business Owners</li> </ul>	
<b>2.45-3.00</b>	<b>Luke Moody Leabrook Quality Meats</b>
<ul style="list-style-type: none"> <li>• Video presentation</li> </ul>	
<b>3.00-3.30</b>	<b>MINTRAC</b>
<ul style="list-style-type: none"> <li>• Feedback, questions and answer opportunity. Closing remarks and thankyou</li> </ul>	
<b>CONFERENCE CLOSE</b>	

# What worked well?

- Conference bags – kept something ‘tangible’ there
- Having most presenters in a central location – MINTRAC office
- Planning ahead – uploading presentations ahead of time
- MINTRAC support staff
- Length of presentations and types
- ‘Bugging’ Redback with constant questions beforehand



# Lessons learned and advice for others

- Platform familiarity is key – organisers especially, but presenters also
- Use a platform you are comfortable with, look at support provided
- Be prepared for some resistance
- Plan the program carefully and be prepared to adjust
- Encourage presenters to speak slowly and clearly – online relies on voice
- Remember timezones!
- Expect issues, and remain calm

# Acknowledgements

- 2017 Meat Retail Conference attendees and speakers
- MINTRAC team
- Redback Conferencing
- Victorinox – event sponsor