



an  
NTT Communications  
Company

[Customer story]

## Customer

# Canadian Diabetes Association

<b>Region</b>	Canada
<b>Employees</b>	360
<b>Vertical</b>	Healthcare (non-profit)



## Key benefits

- One-to-many webcast technology platform enables CDA to extend their life-saving message to large numbers of people.
- Reliable customer support to ensure events are staged seamlessly without a hitch.
- Single provider to satisfy a range of CDA's collaboration needs, from day-to-day internal audio conferencing to large virtual web events.

## Arkadin virtual events fulfill mission of helping people live better lives

### Overview and challenges

The Canadian Diabetes Association (CDA) is committed to helping people live well with diabetes and lead healthier lives. Research, advocacy and educational outreach on prevention and management of diabetes are core components of their programming, which is supported by an active network of volunteers, employees and healthcare professionals in more than 150 Canadian communities. With the vast distances between major cities in Canada and a large number of Canadians living in rural areas, the CDA depends on collaboration technology for delivering educational content and training programs.

When a new Product Services and Program Manager joined the CDA in 2015, she was tasked with launching a webinar program to reach people affected by diabetes throughout the country. High-quality video streaming technology capable of live and on demand webcasts, sophisticated reporting capabilities, cost efficiency, and reliable service and support were the primary criteria used by the CDA in selecting a service provider.

Following a rigorous selection process, Arkadin was chosen as the partner to deliver on this strategic initiative.

# Canadian Diabetes Association

---



## Arkadin solutions

---

- Webcast Elite provided by Arkadin



---

“Arkadin had the full range of webcast technologies and a proven service and support organization. They checked all of the boxes.”

Farah Esmail,  
Program Manager, Programs,  
Services & Product Development, CDA

## The Arkadin solution

Arkadin’s experienced account team immediately went to work to educate CDA on their technology options for running a successful webinar program capable of reaching a large mass of constituents in a cost effective manner. While several technology partners had robust, feature-rich solutions, they were too costly, especially considering the CDA’s non-profit status.

The Arkadin webcast solution powered by ON24 met all their requirements. Dynamic, high impact webinars could be staged with audio, streaming video and slides. The team ultimately selected ON24’s Webcast Elite solution which would enable CDA to conduct professional quality, fully branded and customizable webcasts in just a few simple steps right from a desktop. A pilot consisting of 5 webinars over a 5-week period was staged for a test drive to determine if the self-service option was suitable.

“Technology can either be your best friend or enemy – it was a learning experience for us, especially in designing the webinars at the back end. Our Arkadin account managers were very effective in training and setting expectations. The support was tremendous. They were always there when we needed them. The pilot turned out very well so we had the confidence to move forward.”

## The CDA benefits from key features of Webcast Elite:

- Customizable registration to simplify invitations and landing pages. Since CDA does a series of webcasts, attendees only need to register one time, significantly streamlining the process.
- Immersive tools for personalizing content, including widgets to engage audiences as well as polling, Q&A, and surveys for real-time feedback.
- Reference materials, including brochures and videos that can be preloaded and used by participants during the webinars for ‘virtual working sessions’.
- Unique URLs for determining where webinar attendees are from - an especially helpful tool for fine-tuning marketing initiatives.
- Online reporting features for measuring the impact of the content, including retention of key messaging.

# Canadian Diabetes Association

---

## About Arkadin

---

Arkadin is one of the largest and fastest growing providers of Unified Communications and Collaboration services in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 50+ operating centers in 30+ countries has dedicated local support teams to service its 37,000+ customers.

As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin, please visit [www.arkadin.com](http://www.arkadin.com)

## Business value

In the first year of the program 15 webinars on topical issues were produced, enabling CDA to achieve their goal of massive outreach by connecting with 15,000 people.

### **Predictable spend:**

As a non-profit organization that relies on donations for funding, cost is a considerable factor, especially since CDA offers educational outreach free of charge. The unlimited Webcast Elite package enables CDA to stage as many webcasts as they like without any additional cost. "We have full control over our expenses and never have to worry about going over budget."

### **Expanded reach:**

The flexibility to run an unlimited number of webinars with Webcast Elite empowers CDA to fulfill their mission of reaching audiences throughout Canada. In addition, CDA can source expert speakers from anywhere in the country rather than just being confined to professionals residing in Toronto.

"For a limited cost we can reach an enormous number of people, regardless of where they live, and our speakers can jump on from anywhere in the country - British Columbia or the East Coast."

### **Analytics for measuring performance:**

The CDA benefits tremendously from the reporting features which help to maximize engagement and increase ROI. The surveys attract approximately 59% of respondents which is significantly higher than the industry average.

"We benefit enormously from the feedback since it is coming directly from the participants. The polling keeps our attendees interested and involved. And it helps us to understand who is listening and their level of engagement. We can tell where they are in the conversation and whether or not they digested the information."