

RSPCA moves to fully virtual AGMs using CESjoinIN

Members embrace increased accessibility and quality of user experience

In 2021, RSPCA held their second fully virtual AGM on CESjoinIN, and are planning their third for 2022.

Like hundreds of other membership organisations, in 2020 RSPCA faced a serious governance challenge: how to deliver an annual members meeting virtually?

Our solution

Using CESjoinIN, RSPCA are able to hold their AGM as a fully virtual event, with a simple and secure experience for members. The meeting is robust and credible both in terms of secure voting and adherence to organisational rules, and brings face to face presentation and engagement to members in a meaningful way using the internet.

CESjoinIN provides the secure online environment for the meeting – including live broadcast, a document library, live voting with instant results and a moderated Q&A chat window.

We work with the AV production team, who provide the production and technical broadcast expertise, to ensure the meeting broadcast is engaging, includes member voices and is delivered to high quality.

+16k

eligible members engaged with and given the opportunity to participate

- 1 A simple and secure attendee experience
- 2 Increased accessibility and engagement opportunities
- 3 Confidence in successfully delivering the AGM

“The CESjoinIN platform gave us a lot of confidence and provided an engaging and interactive experience for our members, enabling us to reach people who could not attend a traditional AGM.”

Ray Goodfellow
Chief Legal Officer
RSPCA

Learn more:

civica.com/cesjoinin

Contact email:

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“Moving from a traditional to a fully virtual AGM for the first time was a daunting prospect but we were fortunate to have Civica as our partner.

The CESjoinIN platform gave us a lot of confidence and provided an engaging and interactive experience for our members, enabling us to reach people who could not attend a traditional AGM.

It's also great to see how the CESjoinIN platform continues to evolve with new features such as 'seen and heard' which we know will be well received by those who told us they miss participating at our AGM in that way.”

Ray Goodfellow
Chief Legal Officer
RSPCA

RSPCA Members feedback

“I thought it was brilliant. Audio was perfect, slick transitions between speakers and the Q&A provided necessary access.

This event would normally take up a whole day of my time - instead I was able to sit comfortably with my dogs, enjoying my own cuppa and attending to other priorities as they arose. More of these in the future please!”

“Very straight forward and much easier than I thought it would be.”

“This was our first 'attendance' at an AGM as we don't travel to the ones usually held in London, so this was an excellent way to be able to participate.”

You said, we did

For 2022, RSPCA members will benefit from increased attendee interactivity thanks to a new feature allowing them to be seen and heard by other members.

CESjoinIN allows requests to be qualified and the member briefed before being given the opportunity to be seen and heard by all.



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