

MAKING A DIFFERENCE WITH

# DIGITAL ENGAGEMENT



**elton**  
consulting  
a wsp company



## OUR EXPERTISE

Using our expertise, Elton Consulting is supporting our clients to navigate the online realm, through a range of services that meets your needs and budget.

Our digital services include:

- online Community Information Sessions
- strategic communications and advice for online engagement
- skills training for chairing online meetings
- online facilitation and mediation
- Zoom skills training (for workshops and webinars)
- how to guides for Zoom workshops and webinars
- website development
- social media.



While face-to-face engagement will still play an important part in two-way engagement in the future, our experience demonstrates robust outcomes can be obtained through digital engagement.

We've been working with our clients and undertaking a range of digital engagement events including Community Reference Group Meetings, online Webinars to support Development Applications, Regional Engagement Forums, Planning Focus Meetings and online Focus Groups.

Digital engagement presents us with a unique opportunity to engage with 'hard-to-reach' audiences, such as regional and remote communities, young people, the time-poor, and people with language or cultural barriers.

That's why Elton Consulting has built a choice of sustainable and cost efficient online services that can be used now and well into the future - helping you to share information, engage in a two-way environment and seek meaningful feedback for your organisation to use across a range of projects – whether it be internal communications, landholder engagement, policy reform, infrastructure investment or community relations.

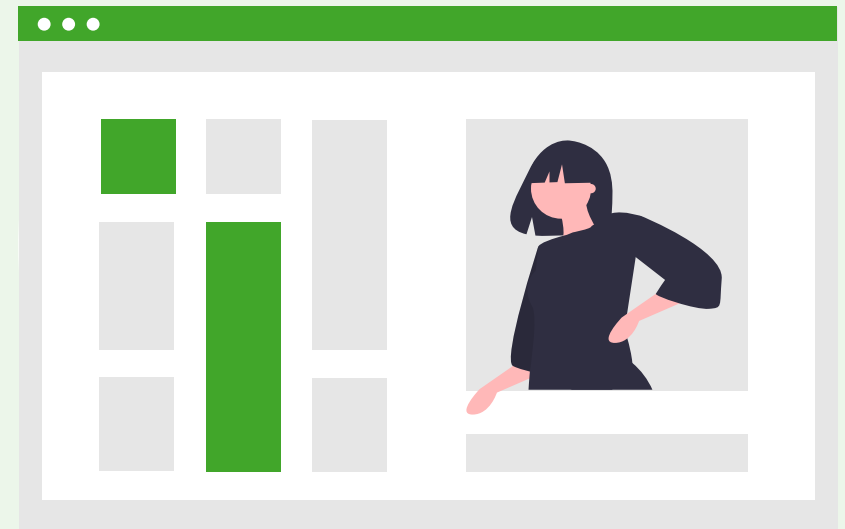
# ONLINE COMMUNITY PORTALS

Our bespoke Online Community Portal has been designed to mimic more traditional Community Information and Feedback Sessions – creating an opportunity to go to the audience, share in-depth information with them and gain much needed feedback to inform design making.

Our Portal is a virtual reality room, which has been developed by our WSP colleagues.

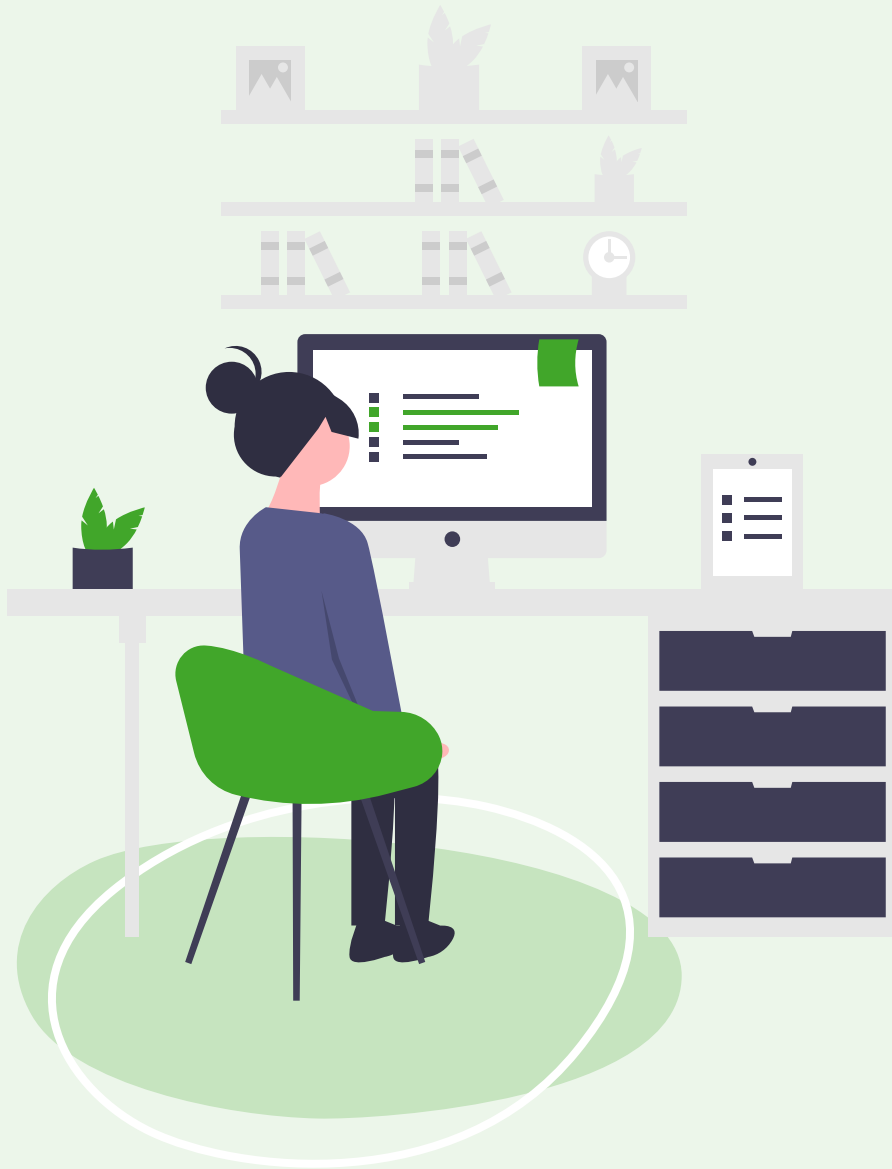
The Portal includes:

- **visitor sign-in**, which allows clients to track participation levels and get contact details for responding to questions and feedback
- **interactive display boards**, which can incorporate videos, maps and fly-throughs
- **surveys and feedback functions** within display boards and maps
- **live Q&A sessions** with the project team.



## Tailoring digital engagement for your project

Our Online Community Portal can provide a range of solutions and functions that can be tailored to meet your engagement objectives and budget. The portal's costs are driven by its functionality. We would be delighted to speak to you regarding your needs to provide an estimated cost.



## SKILLS TRAINING FOR CHAIRING MEETINGS

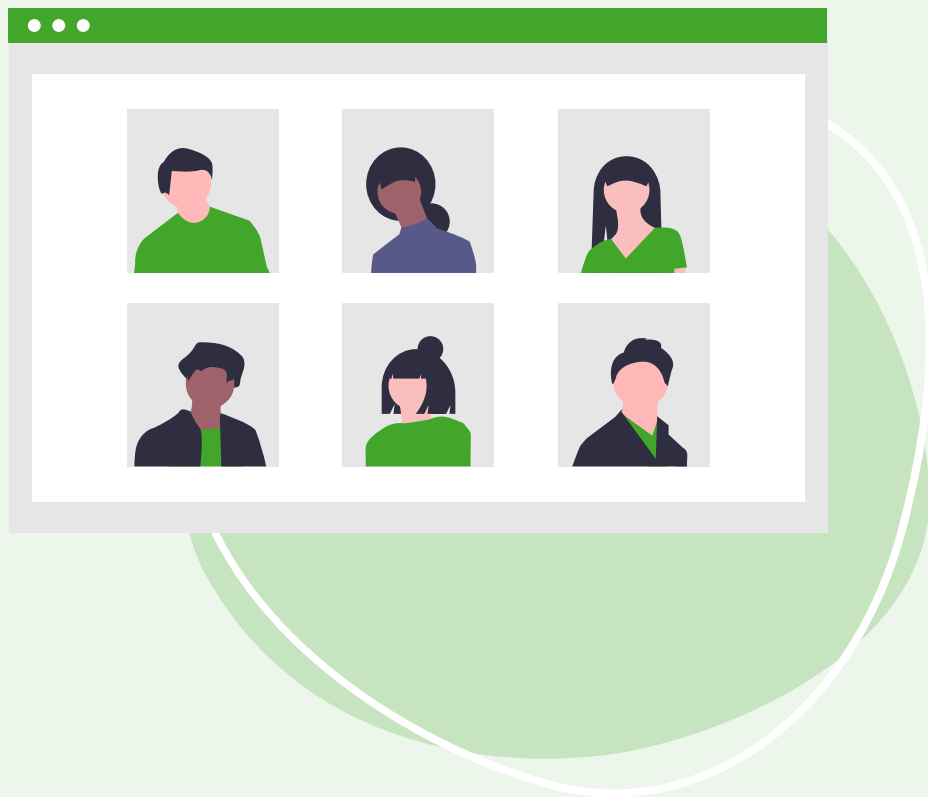
The key to success for any meeting is an effective Chair, complemented by sound preparation. We are available to provide an in-depth training session to up-skill you and your team in the approach and methodology needed as an online Chair – to seek input, advice and feedback from your participants. These skills can also be transferred into more traditional ways of engagement, delivering a sustainable approach to understanding the key tactics of chairing going forward.

# ONLINE FACILITATION AND MEDIATION

Independent Facilitation is important in circumstances where people of diverse interests, backgrounds and capabilities need to come together to develop solutions.

Our experienced Facilitators are also available to work within your preferred platform and help you achieve the outcomes you need through a tailored group process that enables the group to work cooperatively and effectively, even in an online environment.





## ZOOM SKILLS TRAINING FOR WORKSHOPS AND WEBINARS

The Zoom platform offers a range of unique tools that can mimic more traditional engagement, such as small breakout spaces that elicit small group discussions, to large scale two-way group deliberations and using online annotation tools - all with the control that you need as a Chair or Facilitator to moderate attendees in a controlled environment.

Zoom also has a number of options to secure your online meeting, without making external participants purchase software. The automated registration option enables you to manage registrations seamlessly, with sound knowledge as to who your attendees are ahead of the workshop.

These are some of the capabilities that we can upskill you and your team with – ensuring that you have the know-how when it comes to organising your online engagement. We can work with you and your team to design a tailored approach, ensuring that we're adding value to you and your team's skill level.

# WEBSITE DEVELOPMENT

An online presence is a critical part of communicating with your audience and creating brand and project awareness. We can work with you to make sure your online offering is fresh, versatile and, most importantly, effective in meeting your needs and the needs of your stakeholders.

Our digital solutions include website development, website hosting, online engagement portals and seamless integration of social media, where appropriate.







## ONLINE PUBLICATIONS

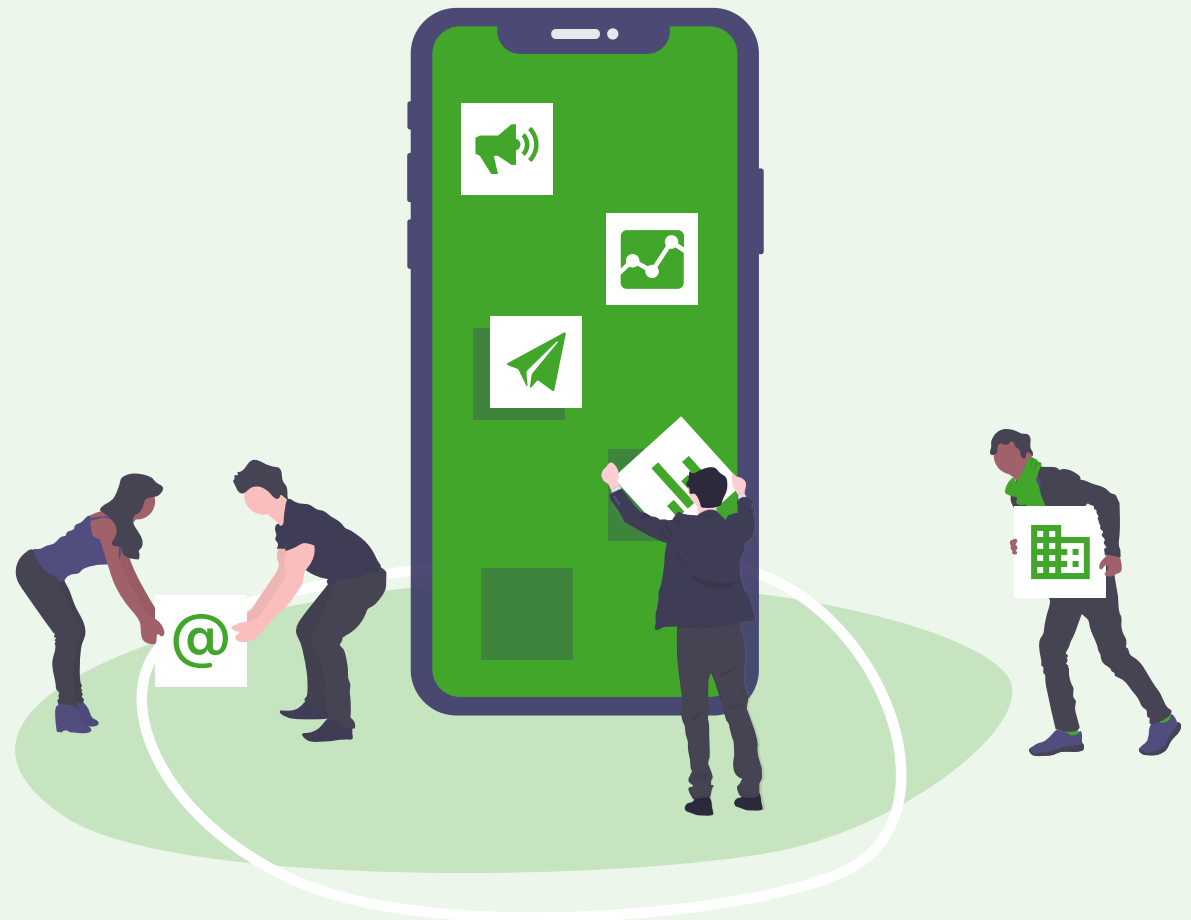
Our Design Studio can also adapt print publications for online viewing – including on smartphones and tablets – develop e-newsletter layouts and create online presentations to speak to your audience.

Our designers are also experts in data visualisation and infographics – helping you discover an array of ways to create engaging documents that are easy for your community and stakeholders to navigate. This is often done through the use of tailored infographics, in-line with your style guide – ensuring that the information or data presented is professional and on brand.

# ENGAGEMENT THROUGH SOCIAL MEDIA PLATFORMS

An effective way to engage with a broad variety of communities is through timely, well planned, social media. Our team can work with you to tailor your existing social media strategy, to deliver increased awareness and engagement.

We're also well-seasoned in designing bespoke social media strategies, helping you understand your audiences and utilising platforms to reach large audiences, maximising your communications and engagement efforts.





## OUR COMMITMENT TO FINDING NEW TECHNOLOGIES AS THEY EMERGE

Navigating this new world and the vast array of platforms available can be confusing. We have done the hard work and tested and analysed the main and emerging players in the marketplace. We are available to work to your needs and recommend a number of online tools and the types of engagement they are most effective for. Next time you are wondering what solution is the best fit for you, pick up the phone and we'd love to talk you through the options.



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