

Webinars case study

We developed our webinar programme in response to the lockdown restrictions in the COVID-19 pandemic.

Before this, the Government Actuary's Department (GAD) organised and hosted events which complemented GAD's engagement with clients and stakeholders. These were physical events where clients and stakeholders heard from experts in GAD and from other organisations about various subjects.

Coronavirus restrictions

Once the government announced lockdown in March 2020, we examined what this meant for our planned events. Among the challenges was that it was unclear how long the situation would last and how the year would unfold.

We rose to the challenge and began exploring ways in which we could remain connected and engaged with our clients through this emerging world.

Webinar programme

Along with other organisations which were facing the same challenges, we identified webinars as a main way to continue connecting with our clients.

In July 2020, we launched our webinar schedule with our 'Making sense of COVID-19' programme. In this series we looked at the impact of the pandemic on commercial insurance, longevity of pension schemes and climate change risk management.

GAD's webinar programme grew from there and we ended the year having created and hosted 11 webinars. This enhanced level of engagement had also attracted 750 different people.

These workshops and webinars were very successful in level of attendance and feedback. There was a mixture of events. Some were open to the public (such as stakeholders and people outside of government) and others were private (for clients only).

Connecting with clients

Clients appreciate these webinars, which offer an effective way of engaging with GAD. Our webinar programme has also benefitted attendees based further from our offices. So, clients outside London could take part whereas before they could not attend or would have incurred significant expense in terms of time and money.

What's next

As part of our continuing commitment to sharing information more widely, we have now set up a new [dedicated webinars page](#) on the website.

This is where people can watch recordings and review slide deck presentations. This approach opens up the public webinar programme, making it more accessible and transparent.