



## Human Resources Professional Association

[www.hrpa.ca](http://www.hrpa.ca)

### In partnership with

MeetingOne

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### Industry

Nonprofit

### Challenges

- Providing a cost-effective alternative to in-person professional development courses for HR professionals
- Reducing travel costs for the organization and its members
- Streamlining the on-boarding process for internal staff

### Solution

- Adobe Connect for Web Meetings
  - Adobe Connect for Webinars
  - Adobe Connect for eLearning
- HRPA is using Adobe Connect to create a series of live and on-demand professional development webinars for human resources professionals across Canada.

### Results

- Produced more than 400 professional development events in the first year
- Reduced HRPA members' travel costs by one-third
- Accelerated orientation and integration for internal personnel with on-demand training webinars
- Expanded the scope of content by collaborating with third-party organizations

# Human Resources Professionals Association

Member association and professional regulator uses Adobe® Connect™ to deliver powerful career training and certification programs to human resources professionals

## Reaching out across Ontario

Canada has a large, diverse economy that requires a healthy and growing community of human resources professionals to keep industry and business moving. Human resources professionals are found everywhere throughout the country, making supporting industry needs challenging.

With more than 19,000 members in 28 chapters province-wide, the Human Resources Professionals Association (HRPA) is a non-profit organization—the largest HR association in Canada—focusing on providing HR professionals with continuing education and training, certifications, and new career opportunities. Offering a variety of programs and career services to geographically dispersed members left HRPA searching for a convenient, cost-effective, and scalable solution for association executives to better manage programs and for the organization to reach its members with important information more quickly and efficiently.

"HR professionals typically prefer face-to-face meetings and training programs. But planning for and conducting sessions in person requires investments in people, infrastructure, and travel that would not be sustainable," says Chris Larsen, director of marketing and membership for HRPA. "With Adobe Connect, we can plan and deliver rich, engaging web-based eLearning that replicates the experience of an in-person meeting without the hassles and expenses of travel."

## Better planning, better oversight

Preparing, delivering, and overseeing career education requires extensive planning. HRPA has 15 board committees responsible for different areas of HRPA's operations. The committees—categorized as Board, Operational, and Standing committees—provide operational oversight to ensure that HRPA is acting in the best interests of its members and the public.

In the past, committee members gathered face-to-face each quarter to discuss specific objectives and programs. With Adobe Connect, board committees can avoid frequent travel and hold dynamic, interactive web meetings that enable committee members to share ideas in real time from any location.

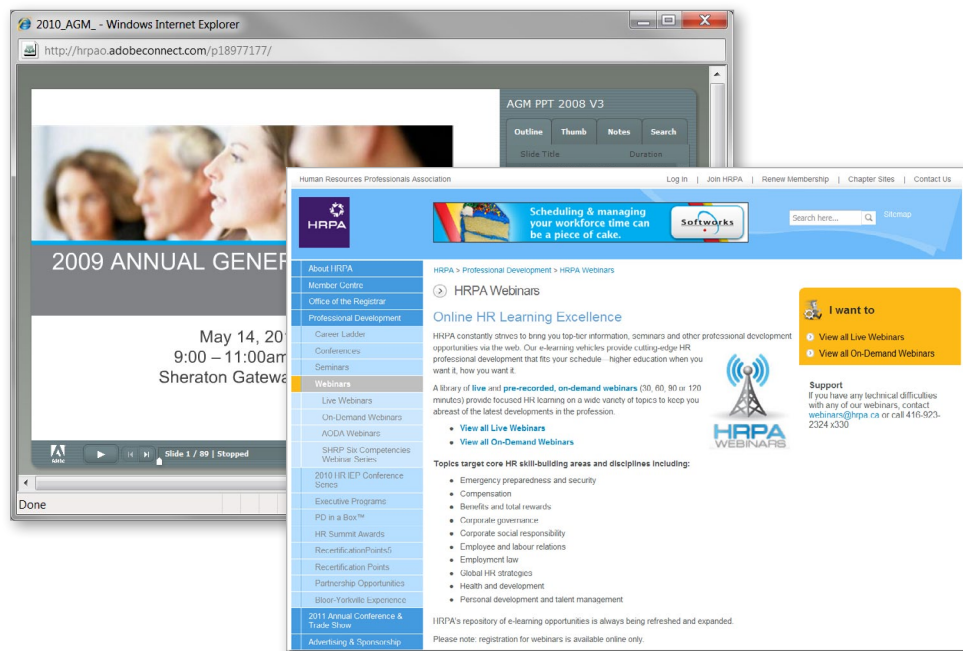
"The Adobe solution enables us to bring more people together more frequently. Directors don't have to worry about spending time out of the office traveling and they can still be more engaged than on a conference call," Larsen says. "This extends to our Annual General Meeting. With Adobe Connect, we can get a larger quorum of voting members, improved attendance, and better representation which translates to better corporate governance."

In addition to live meetings, HRPA uses Adobe Connect to develop onboarding and new member eLearning that is available on demand to help new HRPA personnel—directors, chapter executives, and board members in particular—understand the organization's vision and strategic plan, and what role their position will play.

"eLearning is a convenient way to train a lot of people in different functional areas of the organization," Larsen says. "Each live session is recorded and archived as part of a library of useful information, which has evolved into a full-fledged training system that can be accessed any time someone needs it."

After experiencing other web conferencing products, Larsen concluded that Adobe Connect, based on the Adobe Flash® Platform, offers the most comprehensive and easy-to-use solution. "Adoption depends upon having a great initial experience. Why have an environment where 15% of our members are not able to get into a meeting because of some download issue?"

HRPA uses Adobe Connect to deliver important career-enhancing information to geographically dispersed members. The web conferencing software enables members to attend interactive online meetings, or view professional development content on-demand from the comfort of their own home or office.



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Chris Larsen  
Director of marketing and membership, HRPA

### **A cost-effective alternative to in-person training**

As part of its commitment to members, HRPA facilitates as many as 400 professional development events per year in different regions. The events cover a broad array of topics—from general HR best practices and certification courses to office emergency preparedness training—and are open to HRPA members as well as non-members.

With some members living as many as 1,200 miles from a planned training event, companies choosing to send several employees to HRPA events could accrue significant costs associated with travel and lost productivity. Using Adobe Connect, HRPA can instead provide cost-effective, convenient webinars that participants can access from their offices, helping organizations substantially reduce travel expenses while increasing productivity.

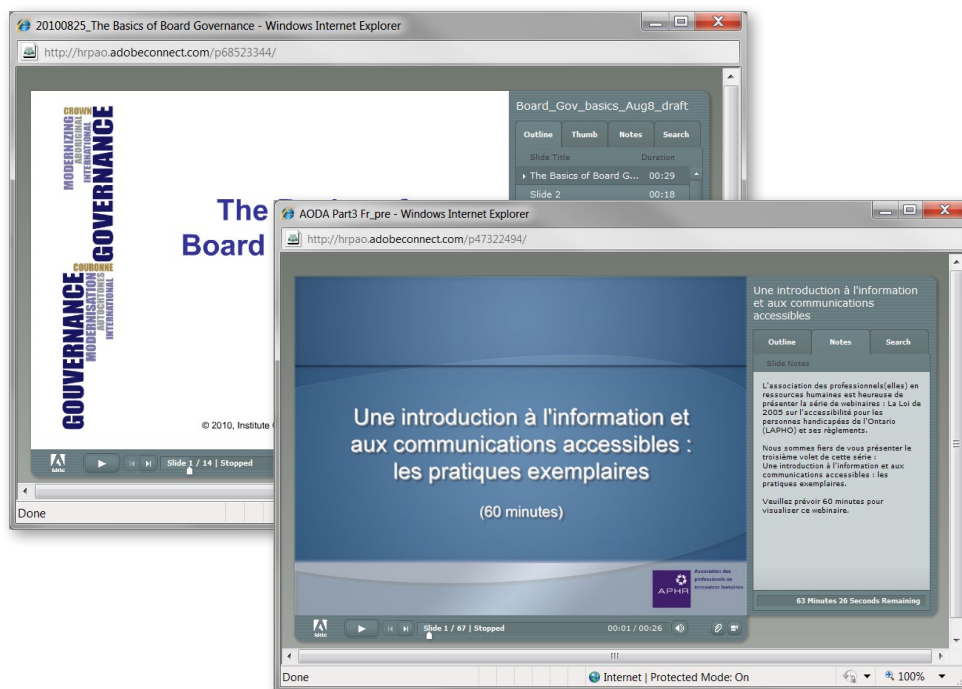
HRPA chose Adobe Connect because of its cost effectiveness, scalability, and reliable access. Members across the province can attend professional workshops, certification and continuing education courses, and other important events from their home or office. Sessions are available live and on demand, enabling users to view and interact with important content from any place, at any time.

“A one or two hour webinar is a convenient way for people to incorporate professional development into a workday,” says Larsen. “Users can attend sessions or watch presentations according to their schedules, not the other way around.” Users need only the free and ubiquitous Adobe Flash Player—already installed on 98% of all Internet-connected desktops—to access the rich, interactive sessions that feature live chat, real-time polling, integrated video, and other dynamic elements.

The Adobe solution also helps HRPA better engage members on a local level. Local chapters are managed by volunteers who can access existing HRPA content and edit, modify, and repurpose it to suit local needs—even authoring their own content. “Adobe Connect is so easy to use and to author content for, we can train chapter volunteers to run their own webinars in just a few hours.” In addition to low-cost professional development webinars, chapters offer members mentoring sessions and other local meetings to keep them involved with the organization.

“We believe that the more engaged members are at the chapter level, the more likely they’ll be to remain a member,” says Larsen. “Adobe Connect makes it easier for us to keep in touch with our members and deliver high-impact content to help them derive the greatest value from their membership.”

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### Addressing ongoing and new challenges in the workplace

HRPA is continually seeking new ways to leverage Adobe Connect to expand the scope of its content and enhance the value of its information. In recent years, the organization has begun working with third-party organizations specializing in a variety of subject areas that are becoming increasingly important in the workplace and to the HR industry in particular.

Organizations such as the Ministry of Social Services, the Canadian HR Reporter, HIV advocacy groups, and employment law firms have partnered with HRPA to develop supplemental eLearning sessions about important topics such as compliance with regulations for employees with disabilities or other special circumstances.

"We're always trying to tap into the expertise of other organizations to deliver thought leadership to our members," says Larsen. "Adobe Connect enables outside organizations to develop important content on our behalf and present it as part of our overall program. It brings a level of diversity and currency to our message that otherwise would have been difficult for us to achieve."

**For more information**  
[www.adobe.com/products/adobeconnect](http://www.adobe.com/products/adobeconnect)



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