



CASE STUDY: THE AMERICAN PAYROLL ASSOCIATION

Audience

- 2500 Payroll professionals at The APA Annual Congress

Objectives

- Engage attendees with high-energy, relevant presentations
- Help audience release tension around relevant issues through laughter
- Build a community through positive audience interaction and topical humor

Issues

The APA is the premiere provider of payroll training in the country. At the annual Congress, payroll professionals are expected to learn in-depth content in order to maximize their conference investment. The convention planning team also recognizes the importance of opening their attendees to fresh ideas, keeping them engaged throughout a week of intense learning, and encouraging them to connect with their community of payroll professionals.

Solution

The O'Shea Report has been brought in by the APA two years in a row. The first year, The O'Sheas presented daily Convention Coverage segments. Each day of Congress, The O'Shea Report offered up their side-splitting insights about the payroll profession and convention developments. In order to prepare these news updates, the O'Sheas conducted thorough interviews with key members of the association to learn about trends and issues within the profession. While at the convention, The O'Sheas attended all general sessions and parties, in order to report on convention happenings the next day.

The O'Sheas were brought back to the APA Congress the following year to present their keynote program, Change 180. In typical fashion, The O'Sheas interviewed people in the association to determine what changes had occurred within the profession over the year. Based on their interviews, The O'Sheas customized their keynote in order to increase relevance for payroll professionals. One of the most popular segments was a custom video called "The Magic Button" which humorously reflected typical challenges faced in payroll.

Results

As the meeting attendees were laughing hysterically about relevant industry issues, they were able to view their profession with a fresh perspective. The positive energy from the programs continued throughout the convention. In fact, due to multiple requests from meeting attendees and board members, The O'Shea Report has been invited back to present at the APA Congress 2009 for a THIRD year in a row!

Testimonial

"The O'Shea Report was a huge asset to the success of the American Payroll Association's 25th Annual Congress in Las Vegas. Your TV style news updates were hilarious while also delivering useful information in a very creative format. We have had speakers and entertainers at Congress before to recap and provide conference information, but nothing as entertaining as the two of you!"

--Dan Maddux, Executive Director of The American Payroll Association