

A person wearing a white button-down shirt is pointing their right index finger towards a laptop screen. The laptop keyboard is visible in the foreground. A blue, semi-transparent overlay with rounded corners is positioned over the screen area. Inside this overlay, the text 'UPDATE LOADING' is written in a bold, blue, sans-serif font. Below the text is a blue progress bar with rounded ends, which is currently empty, indicating that the update loading process has not yet started or is at 0% completion.

UPDATE LOADING

Updates are an **often-overlooked opportunity for engagement**

The idea that a piece of communication is 'just an update' is a loaded concept. In my view, there is no such thing.

This was front and centre in two sessions this week: the Intensive and our Working Session.

The 'before' and 'after' comparison from the Working Session will highlight what can be done to engage your audience in a 10 minute 'update' to 450 people.

As you will see, it's so much more than *just* an update!

This 'before' and 'after' illustrate the potential of an update to engage rather than just inform

BEFORE

Hume's MER Program has been rolling out 2 key programs designed to deliver forest recovery data to help evaluate and improve the performance of our Fuel Management Program. One program is designed to deliver data at the burn-level and is called "Burning Well". The other is designed to deliver forest recovery data at the landscape level. I will introduce this program, our Landscape Monitoring Program, to you today.

The program has been developed over the past 2 years and it is time to share what we have been up to.

Tell me about the program?

The program has been highly effective

AFTER

Over the past 2 years Hume's regional MER portfolio has been developing 2 programs to deliver fuel and forest recovery data to help us transparently describe the impact and effectiveness of our Fuel Management Program. One program delivers data at the burn-level and is called "Burning Well". The other program delivers forest recovery data at the landscape level.

You may be seeing elements of these programs in your work as we deliver it and we start planning for next year. Today I will share what has been happening with the Landscape Program.

What has been happening with the Landscape Program?

This is our first year of measuring fuel and ecosystem resilience to chart our forests' recovery from fire, so our forest management effort can be deployed where it is most useful.

Includes WHY the programs are being delivered, not just WHAT they are. This offers the audience greater context and understanding of the importance of the programs.

Much more focused on the audience and why these programs are relevant to them.

No material change to the question

A much more substantive point that encapsulates the modified 'Traffic Light' structure that followed and looked like this:

- We created the program to ...
- Last year we delivered ...
- We are currently working on ...
- We have plans to ...