

GoTo



Case study

Mitegro

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MITEGRO GmbH & Co. KG is a collaboration involving 12 medium-sized electrical wholesalers in Germany and Austria with over 30 branches and more than 200 sales outlets. Their goal is to support the members by organising regional and strategic cooperation.

mitegro.de



The challenge

After the world’s leading trade fair for light and building technology had to be provisionally cancelled at short notice due to the COVID-19 pandemic, MITEGRO began looking for an alternative. MITEGRO felt that manufacturers should still be able to present their new products, despite the cancellation of the trade fair, and that those who were interested in them should be able to learn all about the products in a manner that was both efficient and effective. The project team only had five days to find a solution.



The solution

As MITEGRO had already successfully used GoTo’s GoTo Webinar product for the organisation of virtual training courses as part of its online academy for the wholesale trade, the solution to digitise this leading trade fair was an obvious one. MITEGRO could offer a webinar series through which manufacturers would be able to present their innovations to an unlimited number of participants live and exclusively (using GoTo Webinar, of course).

“We’ve already been using GoTo Webinar for a long time,” said Lisa Steingrube, the individual at MITEGRO responsible for the implementation of the project. “It has proven itself by virtue of its stability and simplicity,” – which are decisive factors when (as in MITEGRO’s case) every second counts in terms of the project’s implementation.

“Crisis situations present both risks and opportunities. GoTo Webinar offered us the perfect platform to host a virtual trade fair at short notice. We have been able to reach more than 5,000 participants so far!”

Ulf Thiele

Chief Digital Officer,
MITEGRO GmbH & Co. KG

Besides its reliability, Lisa Steingrube also sees GoTo Webinar’s ability to present and to involve participants in a variety of ways as one of its great advantages. Several speakers can, for example, be added and they are able to easily share their screens and cameras with the audience or make documents available for download.

“Informing many people at the same time while being able to see someone’s face and being able to answer questions without creating chaos can typically only be achieved with a one-to-one video call or in person,” said the project manager. She also highlighted the practical option of being able to dial into GoTo Webinar by telephone, e.g. in the event of sound problems, “that saved us and other speakers on one or two occasions,” she admitted.



The result

MITEGRO was able to not only meet its goals for this leading trade fair, but it even exceeded them: “We ran 46 webinars in one week. We were able to reach thousands of participants. No webinar was empty,” said project manager, Lisa Steingrube. To summarise this success story she said, “even at a full capacity of 10 live webinars a day, we didn’t experience any problems.”

Both the organisers and the virtual trade fair attendees were very impressed by the GoTo Webinar solution. Participants rated the format and technical implementation as ‘good to very good’ in 90% of the feedback questionnaires received. They particularly praised the authenticity and virtual innovative concept as well as the smooth-running of the webinars.

In conclusion, everyone was pleased with the solution – especially Steingrube, “We will definitely repeat this initiative and run a digital industrial fair in May 2020 too.” Thanks to the intensive support provided by GoTo throughout the whole project, she now feels even more confident in using GoTo Webinar and knows that she can always get help quickly if she has any questions or problems. So what are you waiting for?

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