

The GoTo logo is displayed in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned directly beneath the letters 'o' and 't'.The LSZ logo consists of the letters 'L', 'S', and 'Z' in a large, bold, black, sans-serif font. The letters are closely spaced and have a modern, geometric feel.

Case study: LSZ

LSZ GmbH was established in 1988 to serve as a platform designed to connect decision-makers. Guided by the motto 'Future Connections', its core mission is to facilitate engagement with future-oriented issues. A major name in the events industry, LSZ brings together over 10,000 decision-makers at more than 40 in-person and 60 virtual events each year. www.lsz.at



Challenge

Legal restrictions during the pandemic saw in-person events suspended – prompting LSZ to come up with alternative, virtual event formats aimed at maintaining the flow of communication with decision-makers and supplier companies.

'As an events company, we were hit particularly hard by the pandemic restrictions. We had to cancel in-person events, move them online and create the technical infrastructure needed to do this, all at the drop of a hat,' says LSZ CEO Elmar Rodler.



Solution

LSZ has used GoTo Webinar as a platform for all its virtual events in German-speaking European countries with great success since 2020. By now, webinars have more than proven themselves – and have gone on to become a linchpin of the company's offering.

'GoTo Webinar provides a great opportunity for us to reach our target group in a way that's direct, quick and easy. We mostly use webinars for subject matters such as digital transformation, security and future of work,' explains Claudia Marx, Business Unit Manager at LSZ.

The virtual event formats were well-received by target groups from day one. LSZ holds around 60 webinars per year, each with an average of 80 attendees.

“GoTo Webinar has a clear design that’s intuitive and user-friendly. The reliability of these virtual event formats gives us peace of mind.”

Claudia Marx

Business Unit Managerin, LSZ



GoTo Webinar offers LSZ in-depth attendee registration options available directly through the platform. Interactive surveys deliver key real-time insights and feedback options when webinars end.

Claudia Marx adds: ‘GoTo Webinar has a clear design that’s intuitive and user-friendly. The reliability of these virtual event formats gives us peace of mind.’

Result

Flexible and accessible, GoTo Webinar has enabled LSZ to continue reaching decision-makers and to maintain the conversation. Its successful rollout has taken webinars from a temporary solution to an additional format with staying power that helps effectively communicate on key subject matters.

Webinars can be planned and organised with a great degree of flexibility, allowing LSZ to hold events from its Vienna office or remotely. This also facilitates the company’s ongoing expansion into Germany. Switching to the new GoTo Webinar interface is set to advance this trend.

Webinars have become an integral part of LSZ’s events operations and they are set to become even more crucial going forward. Being able to reach participants in a quick, direct and easy way makes webinars a simply indispensable aspect of doing business today – and ideal for mixing and matching with classic event formats, too.

Would you like to learn more about GoTo Webinar?

You can find additional information at GoTo.com/webinar.

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