

## Success Story:

# The Executive Institute

“There’s no doubt we are now offering a better service to members than when we only ran physical events. Member usage of events has more than doubled, and we expect our retention rates to increase, since more members than ever are benefiting from our program. Members want us to retain the new event model too – they want to be able to attend our events from their desks, wherever they are.”

**Conor Morris**

Managing Director, The Executive Institute

Founded in 2015, The Executive Institute is Ireland’s premier network for senior leaders, who seek to optimize their organization’s performance and develop their top talent. It provides members with inspirational events and masterclasses on topics ranging from leadership to culture and strategy.

[www.executiveinstitute.ie](http://www.executiveinstitute.ie)



### Challenge

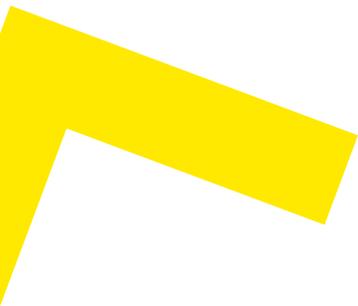
The Executive Institute hosts events in Ireland for people at all levels of its member organizations, delivered by speakers from the worlds of business, academia and sport. When Covid-19 struck, it became impossible to host physical gatherings, and The Institute had to cancel all of its planned events.

Conor Morris, Managing Director of The Executive Institute, says: “This was a major challenge to our viability, since hosting events is what we do. The survival of our organization depended upon finding a secure, reliable way to move our entire event program online and make it easily accessible for members.”



“The webinars are easy to record and curate, so we can make them available on-demand for anyone who misses the live sessions.”

**Conor Morris**  
Managing Director, The Executive Institute



## Solution

Having researched the market and tested some of the tools available, The Executive Institute quickly decided that GoTo Webinar from GoTo was the best option.

It valued the insights provided by GoTo Webinar analytics, which enable it to see very easily how many people are attending events or watching recordings, the abandonment rate, and a host of other valuable data. Not only can this be used to help The Institute refine and improve its events program, but also to provide reports on engagement and attendance to its members.

A major concern for anyone hosting online events is security. GoTo Webinar offered complete assurance about its safety measures and, importantly, is perceived by businesses as a safe platform.

Gary Walsh, Digital Manager at The Executive Institute, says: “GoTo Webinar is an extremely robust platform. Nothing breaks down, and it integrates easily with all devices. It means we can confidently host webinars for hundreds of people, with no concern about reliability or quality. The webinars are easy to record and curate, so we can make them available on-demand for anyone who misses the live sessions.”

Once The Executive Institute decided to use GoTo Webinar for its events, GoTo had the software up and running in a matter of days.



## Results

Since The Executive Institute switched from physical to virtual seminars via GoTo Webinar, event usage has more than doubled. What is more, the events are reaching a much wider audience, from many different countries. For multinational member companies, it means employees based in any location can now benefit from these events, since there are no physical barriers to attendance. For the Institute, this means it can sell larger memberships to more geographically dispersed businesses.

Conor says: “When planning our events, we no longer have to think about national boundaries. We can focus on where the market is and provide relevant content for people in those markets.”

Previously, The Executive Institute hosted 40 physical events per year in Ireland. In the first five months of the Covid-19 outbreak, it hosted 38 online events. The experience has been so positive for the organization and its members that, once the Covid-19 restrictions are lifted, it expects to continue hosting around 60 virtual webinars each year, alongside 20 physical events.

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