

SUCCESS STORY: SCHWABE, LEY & GREINER



The first virtual Finance Symposium in the Germany, Austria and Switzerland region with GoToWebinar.

With some 60 employees, Schwabe, Ley & Greiner Gesellschaft m.b.H. is a leading consultancy in the field of finance and treasury management.

Together with banks, insurance companies, public institutions and customers from the fields of industry and commerce, it develops viable solutions for all issues and questions concerning finance and treasury management.

CHALLENGE

In addition to the planning and implementation of seminars and courses on treasury topics and consulting as the company's main line of business, Schwabe, Ley & Greiner has run the Finance Symposium, the largest treasury conference in the German-speaking region of Germany, Austria and Switzerland, for over 30 years. Bianca Kral, Head of Marketing and Communications at Schwabe, Ley & Greiner, explains that 2020 posed a particular challenge.

"Like so many others, we were affected by the Corona crisis, which threw a lot of plans off course. As a result, our Finance Symposium – which is held annually in Mannheim in the flesh, and has over 2,300 participants, 80 exhibitors, and more than 300 speakers – couldn't take place in 2020," says Kral. "There was simply too little time between the outbreak of the pandemic in Germany and our treasury conference and we couldn't change the plans at short notice and still live up to our own quality standards," she adds.

The company had to rethink and brought the 2021 conference online using the online events platform

Converve. Digitalizing an event of that size was a major challenge for the consultancy. What is more, the virtual version of the Finance Symposium with around 60 sponsors and partners had to be implemented close to the time.

"We wanted the participants to be able to use all the integrated features with a single registration," explains the marketing expert. "That only works with the right interface and a suitable communications tool," she emphasizes. "Moreover, many of our exhibitors had never worked with an online tool before, so we needed to reassure them."

In other words, Schwabe, Ley & Greiner was looking for a tool that would enable easy and quick registration on the platform itself, that would be simple and intuitive to use, and that would ensure data protection at the maximum level.

Following an open tender, the consultancy finally chose GoToWebinar for its webinar software since the offered solution met all of its needs.

SOLUTION

In terms of “single sign on,” GoToWebinar offered a strong solution for the interface with Converve. All participants could access all the content without any problems. Kral notes with satisfaction: “Interested participants didn’t have to register separately for events. Instead they had the agenda with over 130 workshops available at a glance and only had to click on ‘sign in’ to jump right in.”

The chief priority of the Head of Marketing and Communications at Schwabe, Ley & Greiner was reliability. “For us as a company it was important to have a tool that works 100 percent and is easy to use,” says Kral, praising the software. “GoToWebinar met all our expectations,” she underlines.

Kral was especially won over by the implementation of and introduction to the tool. “I quickly grasped how to use GoToWebinar because everything is very hands-on. I was also very grateful for the support given to me by LogMeIn – especially in view of the over 60 sponsors that I had to take care of. The consultancy Colited gave us a lot of help with introduction of the tool and a great deal of support during the event,” says the communications executive.

For instance, Schwabe, Ley & Greiner had the chance to carry out live training sessions with partners, as well as with the respective speakers, ahead of the Finance Symposium – as a “trial run”. That made it possible to allay

RESULTS

The digitalization of the largest treasury conference in the German-speaking region of Germany, Austria and Switzerland was a resounding success. The implemented interface with Converve made it very easy to switch between the different solutions, thereby ensuring a positive event experience.

The numbers speak for themselves. “We achieved everything that we would have done with a physical event. We had over 60 exhibitors, over 300 speakers and more than 130 workshops – in other words, we had a very wide-ranging conference online too,” says Kral, underlining the benefits of the solution.

However, the first virtual Finance Symposium was not only a success for Schwabe, Ley & Greiner, but also for



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any concerns of the many exhibitors who had never used software like GoToWebinar before.

“All that confirmed to me that we made the right choice when we opted for GoToWebinar as our online tool. The service approach at LogMeIn is exemplary and highly professional,” says Kral. “If we had any questions, we were always supported. We could also just give LogMeIn a call if an urgent matter came up. The cooperation with LogMeIn really resulted in fantastic synergy effects.”

In addition to the quality of support, which Kral and her team greatly value, it is the practical features of GoToWebinar that consistently stand out. “The snap polls proved particularly popular with our partners and sponsors – they were an absolute hit.”

There was a great advantage in Kral’s eyes compared to the offline event: “If you really use the snap poll function effectively, you can achieve lively interaction with the participants that is definitely a match for the physical event.”

“A further positive side effect was that the concentration of participants was focused back on the talks,” says Kral with a smile. “The possibility to integrate video directly also went down well because it wasn’t necessary to share the screen each time,” she adds.

its partners and sponsors: “For us as the conference organizer the main thing was that everything worked. Of course our partners had a different focus. Naturally they had targets for the number of people registering – and ultimately were focused on leads. But those expectations could also be fully met,” says Kral, adding: “The feedback that I got about that was amazing. Many were surprised that there was such a strong response and so many participants.”

By integrating GoToWebinar, Schwabe, Ley & Greiner not only managed to bring a major event online, but also to increase the number of satisfied customers – moreover, it did so quickly and without any complications.

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