

GoTo

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Success Story:

Deloitte Central Europe

“Now that GoTo Webinar enables us to bring attendee information and opinions into our marketing database from the webinars, they have become not just a communication platform but a vital tool for gaining client insights.”

Igor Bielobradek

Head of Digital Marketing, Deloitte Central Europe

Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Deloitte Central Europe is a federation of affiliates, employing more than 9,000 people in 19 countries.

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Challenge

Deloitte Central Europe uses webinars to inform clients and prospects about key issues affecting their businesses, from legal and taxation changes to new technologies and market trends. The marketing team wanted to extend the scale and scope of these webinars, and make better use of the data provided by attendees.

Igor Bielobradek, Head of Digital Marketing at Deloitte Central Europe, says: “Before the pandemic, we ran a mix of online and in-person events. The pandemic restrictions meant we had to switch to entirely virtual events. That turned out to be a positive change, because we’ve been able to drastically increase the size of our events and reach a much larger audience.

“The huge advantages of digital events led us to reassess the webinar technology we were using. We decided to look for a webinar tool that could accommodate more attendees, and which had the APIs to integrate with our marketing automation systems to capture insights from participants.”



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Head of Digital Marketing,
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Solution

The company found that just two webinar tools met all of its criteria, including GoTo Webinar. The software was chosen because it offered greater capacity, allowing up to 3,000 people to join a single event. Deloitte purchased five GoTo Webinar licences, enabling it to run simultaneous large-scale events.

Igor explains: “The higher capacity combined with APIs to allow integration were key factors in our decision.

“Another drawback of our previous vendor was that they charged us per event. With GoTo Webinar, we pay once for the licence and can run as many events as we wish, without worrying about budgeting.

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Results

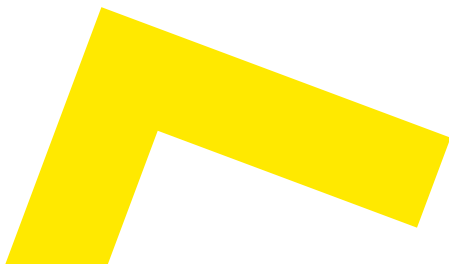
GoTo Webinar has enabled Deloitte Central Europe to significantly expand its webinar programme. In Poland alone, it now runs around 150 events annually, with around 150,000 registrants.

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Webinars have become the company’s primary tool for mass communication, providing a cost-effective way to reach thousands of people. They bring together participants from multiple countries, without the expense and inconvenience of travelling.

The ability to gather data from webinar attendees, including the queries they raise and their responses to poll questions, has significantly increased the value of these events to the business.

Igor says: “Poll questions are an important feature for us. We can ask people about their thoughts and issues while they are fully engaged, generating a much better response than we get to other types of survey. We share these insights with our advisers and sales teams, so they can better understand the concerns and struggles of our clients – and target them appropriately.”



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