

INDUSTRY

Enterprise & Technology

ON24 APPLICATION

ON24 Webcast Center

SUMMARY

After selecting ON24 for the organization's Wednesday Webcast series, IMD experienced an increase in customer service, consistent webcasts, and reliable statistics about registrants and attendees.

ABOUT IMD

Line of Business

Executive Education

Headquarters

Lausanne, Switzerland

Organization Size

300 total employees and teaching staff

The International Institute for Management Development, IMD, is recognized as one of the world leaders in executive education.

For over 60 years IMD has worked with leading global companies to develop and retain management talent. The organization's Corporate Learning Network is an important component of IMD. 180 global companies purchase a yearly membership to access the Corporate Learning Network's timely and relevant management and business research.

"The Corporate Learning Network provides lifelong learning and global networking for all our member companies. Direct access to IMD's cutting edge research & development ensures our members are up to date with the very latest in thought leadership," said Sylvie Guillemin, Webcast Manager, Corporate Learning Network Department, IMD.

Challenge: Innovative Member Services and Webcast Delivery

To further enhance services to member companies, IMD implemented a weekly Wednesday Webcast program in 2002 to stream its research & development directly to every member and to allow weekly interactivity with IMD's world-class faculty. After 3 years with a local webcast provider, IMD decided in 2005 to review their webcast vendor relationship. After reviewing the capabilities of several providers, IMD selected ON24 Inc., a US-based webcasting solutions provider.

"Trust was very important to us when we selected ON24 to be our new webcasting provider. We were reassured by ON24's value proposition and the high-level of customer service that the company provided to each of their global clients," continued Guillemin.



Solution: Scalable and Reliable Platform

After being selected as the webcasting provider for IMD, ON24 provided the following webcasting solutions and services:

- **ON24 Webcast Center:** ON24's scalable and reliable webcasting platform enables IMD to seamlessly and reliably produce the organization's video webcast series to thousands worldwide.
- **Real-time Reporting:** With ON24's webcasting platform, IMD received accurate and real-time information on registrants and attendees.
- **Technical Support:** ON24's Professional Services team provides technical support for IMD's webcasts.



IMD's Wednesday Webcast

Results: Trust, Service and Reliability

Since collaborating with ON24 for the organization's Wednesday Webcast series, IMD has experienced heightened levels of trust, service and reliability for the program. With thousands viewing each video webcast, IMD now has accurate registration and viewership statistics not previously available. Furthermore, IMD has more flexibility to incorporate new features and services for the webcast series, such as seamless registration, that will benefit IMD's member companies.

