

## Case study

# XING Events

“Every organiser can convert their existing event into an online event with just one click.”

As an intelligent event management platform, XING Events helps event organisers in every phase of a business event with the right solution. The portfolio of services ranges from attracting attendees and data-driven marketing to online registration and ticketing right up to attendee and entry management. More than 237,000 organisers worldwide have already sold and billed more than 12 million tickets for more than 1.6 million professional events with XING Events.

As part of New Work SE – to which XING, the leading professional network in the German-speaking region also belongs – XING Events connects more than 18 million people in the German-speaking region with the right events.

[xing-events.com](https://xing-events.com)



## The challenge

Due to the COVID-19 pandemic, the entire events industry is facing massive challenges – all organisers are confronted with the same question: should they cancel, postpone or digitalise events?


As a pioneer in the field of virtual events, XING Events has therefore set itself the target of enabling its customers to convert existing events into online events in next to no time and greatly simplify the planning of new digital events.

That is why XING Events decided to partner with GoTo and to integrate the webinar software GoTo Webinar into its platform.



## The solution

It quickly became clear to XING Events that GoTo Webinar was their preferred webinar tool for the platform integration – not least due to the long-standing use of the software in-house, explains Verena Gladiator, Senior Business Development Manager with a focus on partnerships at XING Events: “We have had very positive experiences in using GoTo Webinar ourselves,” says Gladiator, explaining the decision.



“I am delighted that we are now entering closer cooperation talks with GoTo. I see a great deal of potential in what we could do together.”

**Verena Gladiator**

Senior Business Development Manager – Partnerships, XING Events GmbH

The Head of partnerships also praised the technical integration which was particularly simple thanks to GoTo Meeting’s sophisticated APIs and was able to be implemented immediately – a crucial factor as the webinar link needed to be available to customers as quickly as possible.

After a few weeks of intensive work, the unique service went live on 29 April 2020: Since then, events created at XING Events are automatically transferred to GoTo Webinar if desired. “Attendees are booked for the webinar using our registration process,” explains the Business Development Manager.

It makes the registration process more convenient and increases the conversion rate. Even notifications to attendees, including login information, are sent automatically – minimal time and costs for the organiser, maximum success.

Moreover: “Every organiser can convert their existing event into an online event with just one click – something which is incredibly important during the coronavirus situation,” explains a satisfied Gladiator. XING Events has thereby achieved its objective.

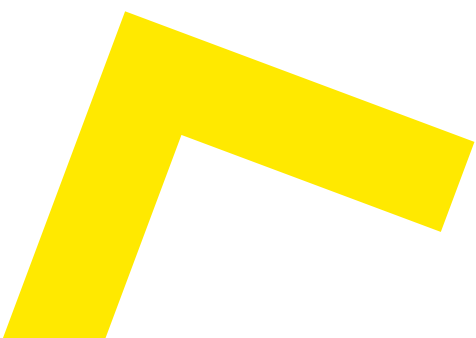


## The result

With the integration of GoTo Webinar, XING Events has struck a chord: in the first 3 weeks, over 120 organisers have already discovered the GoTo Webinar integration for themselves; 97 online events which include GoTo Webinar are already live – “And we haven’t even advertised it that much yet,” comments Verena Gladiator, amazed by the success.

She is naturally delighted that the service has gone down so well: “We are receiving really personal feedback from customers who say they think the integration is great.” The number of attendees at the webinars also shows that the simplified registration process has been well received – it’s not uncommon to have more than 200 registrations.

From the initiators to the organisers and participants – everyone feels positive about the partnership. It therefore comes as no surprise that plans are already being made for a further cooperation with GoTo: “I am delighted that we are now entering closer cooperation talks. I see a great deal of potential in what we could do together – communication, content, joint events,” remarks Gladiator. There’s just one more thing to say: here’s to good cooperation!



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