

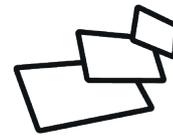
 SUCCESS STORY

Enhancing reach with webcasts - 100 viewers in the room, thousands more online

The Steinbeis School of Management and Innovation based at the Steinbeis-Hochschule Berlin has been using meetyoo conferencing's services since 2011. The School uses meetyoo's self-managed teleconferences for various purposes.

As part of its after-work event Teaching Elephants to Dance, the School held a webcast to enable students, alumni and potential applicants to enjoy a free, interactive online event in real time. Three renowned experts gave presentations on transformation and growth strategies for companies and entrepreneurs. With the aid of presentation tools and projectors, an approach was put forward for restructuring and increasing the flexibility of traditional companies. Also discussed were options for start-ups to capitalise on their dynamics and momentum to achieve ongoing growth.

The presentations were watched by an on-site audience of around 100 and broadcast simultaneously online via meetyoo's webcast platform. When they registered for the event, potential audience members could choose whether to watch the presentations on site or online. During the event itself, the boundaries between virtual and on-site audience members blurred further, as the webcast's Q&A function enabled online viewers to take part in real time. Questions for the contributors could either be answered directly during their presentation or collected and answered after the event.



Steinbeis-Hochschule
**SCHOOL OF
MANAGEMENT +
INNOVATION**

"meetyoo prepared the online broadcast of our event with the utmost professionalism and also took care of every detail on the day itself, which allowed me to concentrate on taking care of the attendees. The involvement of an online audience in real time was a valuable addition to the presentations and greatly impressed those present on site."

Rita Autenrieth

Strategic projects and partnerships



Video recording of the live event



Console with video, Q&A & presentation

meetyoo thus provided a one-stop service both during and after the event: -

- Prior to the event, the entire process was planned down to the last detail and the documents, permits and illustrative material were processed and provided in advance.
- By involving all the presenters and technical partners on both sides, it was ensured that both the technical connection and the integration of the webcast technology into the presentation process were carried out seamlessly on site.
- In order to achieve a professional look and feel and smooth integration of the live event, the registration and landing page for the event, and the entire interface for the webcast, were designed using the School's own branding.
- meetyoo provided all the technical facilities for the event, installing them on the day and removing them afterwards. As a beneficial side-effect, the collar microphones used for the webcast improved the acoustics for the audience on site.
- After the live event, all the content was made available on the School's website as an on-demand webcast.

The event was a great success, marked as much by the quality of the content and the contributors as by the use of the latest technology. The webcast increased the reach of the event significantly and the School's reputation as an innovative university was further enhanced. Finally the success of the event could also be measured using the comprehensive reports that meetyoo provided for the School after the event.

About Steinbeis SMI:

Steinbeis School of Management and Innovation is part of one of the largest private universities in Germany, the Steinbeis-University in Berlin. An industry- and position-based focus characterises their study programmes and makes them unique. The programmes produce business economists, managers, executives, specialists, and entrepreneurs whose decisions are informed by technical skills, methodological competence, and a future-oriented outlook. In addition to renowned professors, the Steinbeis-SMI offers courses taught by experienced managers, consultants, and expert economists. The cultivation of innovators of substance and managers with a creative spirit is the focal point. For more information visit: www.steinbeis-smi.de

About meetyoo:

Based in Berlin, meetyoo conferencing GmbH is an international provider of teleconferences and virtual events. Whether for three or three thousand participants, and whether needed at short notice or following months of intensive planning, our services have been used by over 3,000 clients of all sizes and from all sectors. These clients rely on us to ensure seamless, multi-site communication among all their stakeholders. We are the only conference provider in Germany to have achieved TÜV certification for quality management for more than ten years in a row.

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