"GoToWebinar gives us greater agility and manageability in the way we promote and deliver our education programs. It enables us to customise training schemes to provide an exclusive service to every university we work with."

Luis Pérez
CTO, Global Alumni

⚠ Challenge

Global Alumni creates around 20 webinars each week, including synchronous classes delivered live to students around the world, as well as open webinars to promote its training programs to global professionals.

The organization needed to find a robust webinar tool to provide high-quality learning experiences for busy professionals worldwide. The classes and lectures delivered online form a key element in Global Alumni's continuing professional education programs, which it develops in collaboration with leading universities.

The webinar tool needed to be easy for teachers to use, and easy for Global Alumni's technical support team to administer. It also needed to be scalable, given Global Alumni's continuing rapid growth.

global alumni
- excellence or nothing -

Global Alumni helps academic institutions educate professionals around the globe. It offers a set of programs created by prestigious universities, delivered in an online or blended format through its state-of-the-art digital education platform.
www.globalalumni.com

⚙ Solution

Global Alumni chose GoToWebinar from LogMeIn for the quality of service delivery offered by the platform. The technology makes it simple for teachers to present, and provides a clear, accessible, high-quality learning experience for students.

Luis Pérez, CTO at Global Alumni, explained: "We chose GoToWebinar for two main reasons. The first is that the company is well established in the market, which guaranteed us an excellent service for our level of demand. The second is that they offered the ability to align their product development with our needs, so we could continue to adapt to the requirements of the universities we work with."

In addition to GoToWebinar, Global Alumni chose GoToMeeting from LogMeIn to provide seamless audio and video conferencing for its meetings and conferences.

📈 Results

3,000 licensed users

Simultaneous teaching worldwide

Customized training programs

GoToWebinar's ease of operation means that anyone in the company can use it to enhance the delivery of webinars. Teachers can quickly learn the tool and effectively use it to deliver high-quality, professional training to large numbers of students simultaneously.

Importantly, the degree of customization offered by GoToWebinar significantly improves the service Global Alumni can offer to universities. It enables the organization to tailor its services exclusively to match the preferences and objectives of each institution.

Luis Pérez added: "LogMeIn has considered all of our suggestions and recommendations, creating a webinar platform that provides everything we need. In addition, we now regularly use GoToMeeting to host meetings both internally and with our commercial delegations and clients worldwide."

Global Alumni has used GoToWebinar to develop new live classes and has created new open webinars to attract more students to courses.

Since incorporating GoToWebinar into its training programs, Global Alumni has increased the number of licensed users from 100 to more than 3,000.

Want to learn more about GoToWebinar? Visit **www.goto.com/webinar** *or call* **0800 640 4005**