

TESTIMONIAL

IAB POLAND



” Compared to other webinar platforms that we’ve tested, LiveWebinar is the most technically stable – participants report virtually no problems with audio or video display, which has happened in other such tools. You can also easily edit event registration forms, customizing them to your needs. In other tools we had limited customization options to choose from.

In addition, we highly appreciate the support of the LiveWebinar team in implementing the solution to meet our needs. The support team reacts quickly and keeps you informed about the progress of work on a given issue, which is also efficiently processed. ”

Agata Gołuchowska

Marketing and communication manager, IAB Poland



IAB POLAND

IAB Poland is an organization that associates the most important companies in the Polish Internet market, including the largest Internet portals, advertising networks, media houses, interactive agencies, technology companies and advertisers.

The main goal of the organization is to broadly educate the market on the use of the Internet as an effective tool for business and marketing communications.

To realize the educational goal on the largest possible scale, the company organizes online events – free and accessible from anywhere.

One of IAB's flagship projects is DIMAQ – an international digital marketing qualification standard and e-marketing certification program.

How does LIVEWEBINAR HELP IAB POLAND?

IAB Poland uses LiveWebinar to organize regular DIMAQ Voice, IAB Coffee Talks or IAB ExpertPanel meetings. One of these events is held at least once a month.

IAB Poland wanted to be able to easily organize a wide variety of events, from panel discussions to classic webinars. The company was looking for a reliable and technically advanced webinar solution that offers many integration options with popular marketing automation tools. LiveWebinar fully satisfied IAB Poland's requirements in this regard.

When working with LiveWebinar, IAB Poland also highly valued functions offered by the tool as it comes to the organization of webinars, such as the possibility to use concurrent sessions with different speakers – which was crucial when organizing panel discussions.

It was also important that with on-demand webinars, LiveWebinar allowed for the downloading of recordings from other platforms, so there was no loss of disk space.

Functions used most often by IAB Poland



Website
Presenter



Chat



Evergreen
Webinars



Storage
Space