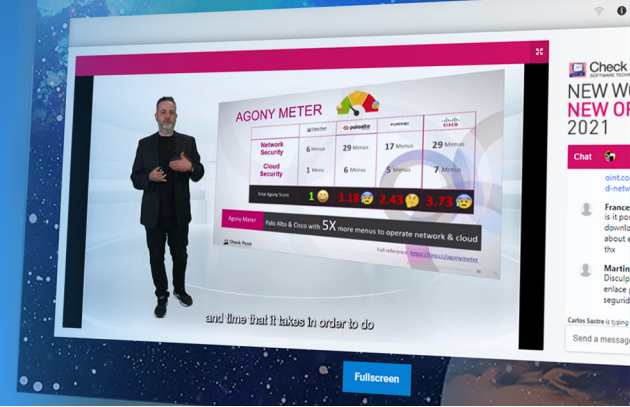


STRATEGIC PARTNERSHIP

BETWEEN LIVEWEBINAR AND VERUS



ABOUT OUR PARTNER

Since 2000, VERUS is at the forefront of developing multiple solutions and services that has and continues to fulfill the foremost complicated desires of each consumer.

VERUS produces innovative solutions and provides services that allow their customers within the MICE (Meetings, Incentives, Conferences and Exhibitions) industry to market and host successful events with their products as well as their ad-hoc solutions. They approach every complicated case with technological expertise and an infinite commitment to consumer satisfaction.

Through a constantly growing IT infrastructure, the solutions they develop give the successful results required to form a platform for their clients where they'll serve their own customers at the next level and gain better partnership opportunities with establishments.

THE INTERNATIONAL SITUATION

The beginning of 2020 was a big surprise for everyone. At the turn of February and March, the world faced an unprecedented threat. The global COVID-19 pandemic was just the beginning, and the unknown virus was causing widespread fear. Governments around the world reacted radically, closing borders and severely restricting public life.

The data presented by the industry portal "Live Design" shows how strong this blow was for the business events environment.

Their statistics show that **over 76% of respondents** indicated that they had **lost nearly 3/4 of their annual income** since March 2020.

According to PCMA estimates, nearly **88% of events in this period were cancelled or postponed** to new, unspecified date.

All companies operating in this market, including VERUS, had to make strategic changes overnight to avoid financial problems.

PROBLEM

During the first week of the pandemic, VERUS faced the sudden loss of large numbers of customers - their current market was frozen. It was the beginning of the end for many other companies. VERUS, however, did not lay down their arms and quickly began to reorganize their activities.

A decision was quickly made to create a platform to conduct hybrid events. In just one month, VERUS created

a tool enabling access to a virtual venue, complete with meeting places in the form of conferences, as well as one-on-one discussions. The main goal was to enable the safe organization of events in an online form, as well as to transfer the experiences known to all participants from the offline world to the online one.

An important piece of the puzzle in this project was finding the right provider of video conferencing solutions, which is one of the key foundations in online event organization. Without the quality audio and video and stable transmission, it was impossible to think about successfully organizing online events in cooperation with respected brands.

THE SOLUTION

The VERUS philosophy made the search even more complicated. For them, it was not only about **finding the right supplier but above all, they needed a strategic partner who would help implement many innovative and ambitious projects.**

It turned out that LiveWebinar meets those expectations. The **perfectly prepared videoconferencing solution** is not the only thing worth mentioning, **the attitude and readiness to act on the part of the entire LiveWebinar team** played a key role in their choice.



strategic
partner



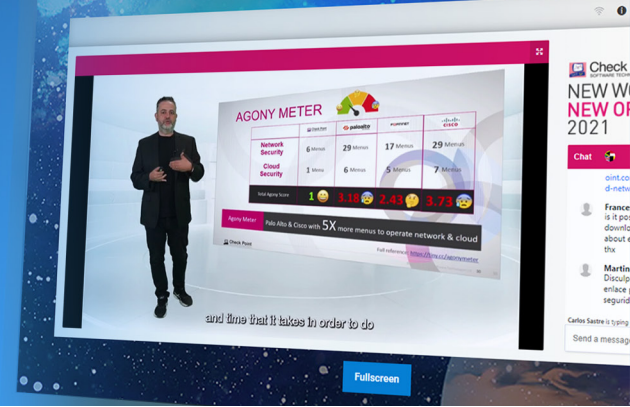
perfectly prepared
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attitude
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STRATEGIC PARTNERSHIP

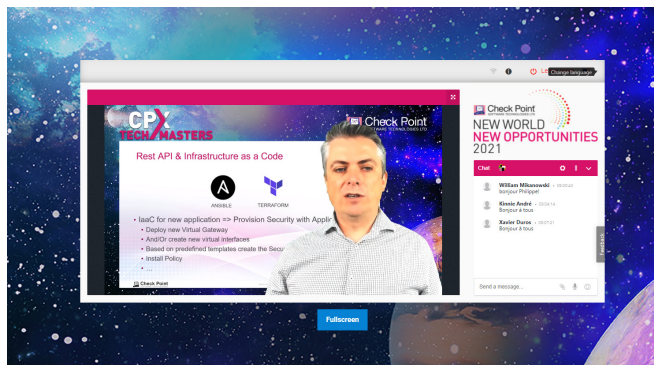
BETWEEN LIVEWEBINAR AND VERUS



The compatibility and coherent philosophy of both companies allowed for the establishment of a strategic partnership, which results in regular cooperation and newer, more innovative ventures.

“You’re the audiovisual provider in the virtual world. So as a venue, we are glad to have you as our strategic partners.”

Shlomi Ashkenazi, Board Member
at Verus Event Management IT Solutions



COOPERATION WITH LIVEWEBINAR

Why did you choose us over other solutions?

VERUS is - as they admit - a trusted but demanding partner. The dynamics of their operation means that they need the support of professionals who, under time pressure, are able to meet many complex requirements.

“LiveWebinar’s team is open to questions, concerns, and comments. Also, they offer flexibility and have human contact (human touch) in conversations with clients.”

Shlomi Ashkenazi, Board Member
at Verus Event Management IT Solutions

IMPACT

Thanks to the fruitful cooperation between VERUS and LiveWebinar, it was possible to organize over 150 virtual, global conferences. Among the well-known brands with which joint ventures were carried out was, among others, Checkpoint (an American-Israeli international provider of cybersecurity software), with which 15 global conferences were organized, each with over 12,000 participants.

It is also worth mentioning a jointly organized event attended by the President of Latvia in which over 3000 delegates took part. In addition, the solution provided by LiveWebinar was supported by Medtronic, Intel, SJP, Cardiology Conferences, 38th World Zionist Congress, and many more.

“We went on the rollercoaster together from May to today, it made us very good friends and we created new stuff. This is why I’m saying we are not just customers; we are strategic partners and we create business opportunities for each other.”

Shlomi Ashkenazi, Board Member
at Verus Event Management IT Solutions

150 Number of jointly organized virtual conferences

12,000 Number of participants at each Checkpoint conference

15 Global conferences organized for Checkpoint

