

WTCI Uses JUNO Software to Eliminate Borders

OVERVIEW

When members are located across the globe, bringing people together can come with many challenging borders. With the help of JUNO's event software, the World Trade Center Institute was able to eliminate those borders for its members, increase attendance and learn how technology can impact their events.

THE APPROACH

At World Trade Center Institute, technology is a core component of their future.

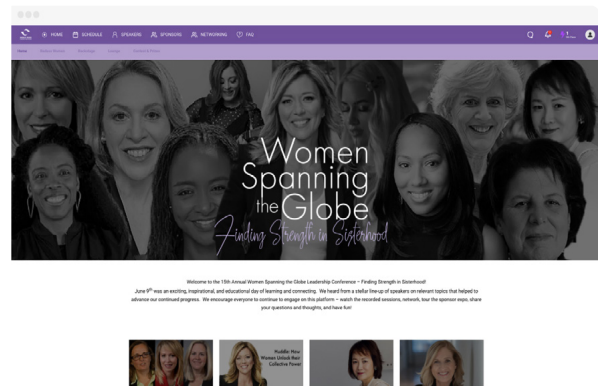
"Advancing our technology and technology platforms has been a priority for us over the last two years, however, COVID accelerated those priorities at a rapid pace," said Susan Aplin, Co-CEO for WTCI, an organization that empowers globally minded leaders with new ideas and valuable connections. *"Advancing our technology and our technology platforms and the connectivity, allows us to take many of our successful programs today and eliminate borders."*

WTCI was looking at live streaming and thinking about how to broaden their audience. In fact, digital transformation was a part of the organization's strategic plan as the organization sought to better connect members from all over the world. WTCI holds three signature events annually as well as other programs and events for members and invited guests only.

"We are constantly looking for ways to improve our reach and engagement. Being globally minded and global citizens is one of our values at WTCI, so it's top priority with each of our events," said Maggie Pringle, Senior Manager at WTCI for Women Spanning the Globe and Events. *"We work with a lot of international companies and leaders, and we also work really hard to create a very diverse lineup of speakers, as well as attendees."*

Thus taking Women Spanning the Globe online on the JUNO platform for 2021 allowed for more audience members to attend. A lot more.

"We grew our attendance this year 40%; exceeding our initial goals," Aplin shared. *"Now we're looking at exceeding that again next year. Hopefully we'll be in person, and we'll have this hybrid model."*



With members all over the world, the need for a digital option always ensures networking and connection. It helps WTCI serve members with different types of personality and dispositions as well as the people who are simply unable to attend in person.

Almost 700 participants took part in the Women Spanning the Globe Event on JUNO, live-streaming educational content, taking part in networking sessions, and connecting one on one with each other to advance their objectives.

"I think with each virtual event, we get a little stronger and it's definitely something we want to keep in place going forward," Pringle said. *"Whether it be for our in-person events, offering a hybrid option or even just doing some mini virtual events throughout the year, I would say it's here to stay for WTCI and something we want to keep and continue to improve."*

"I think if anything the silver lining from being forced to hold virtual events is we increased our geographic reach beyond those who could attend in person. This opened our eyes to what is possible with a virtual platform like JUNO, whether we use it to deliver a completely virtual event or as a supplement to our in-person offerings that allows us to engage a global audience."

WTCI Challenge:

Broaden event audience around the world

JUNO's Solution:

Live-streaming and online connection tools