Alvarez and Marsal: Building a Robust Virtual Training Solution

Introduction

ON24 is the global leader in webcasting and virtual events, providing a full range of applications and services to more than 700 organizations worldwide. ON24's solutions are used for corporate and marketing initiatives such as demand generation, conferences and events, product launches, training and continuing education, internal communications, and executive announcements.

Alvarez & Marsal

Alvarez & Marsal (A&M) is a leading professional services firm, helping organizations navigate business, litigation, and tax matters, and improve operating and financial performance through corporate restructuring.

The Challenge: Conduct certification classes without costly travel

A&M clients need to earn continuing education credits under National Association of State Boards of Accountancy (NASBA) requirements. The firm needed to provide a more efficient means of delivering certification classes. In the past, they were conducting classroom-based training, but this was costly and difficult logistically. A&M was sending trainers around the country to conduct classes, and the firm needed virtual training capability so that its clients could attend classes without the need for expensive travel.

The Solution: ON24 Virtual Events

A&M chose ON24 Virtual Events to present continuing education classes to its managers nationwide. The firm had explored a number of Web-conferencing services—including an unsuccessful attempt at presenting a webcast for an audience of 500 using WebEx. They were also talking to a low-cost production company. Unfortunately, the quality of the graphics was very low, which made the solution unworkable for the information-intensive visuals needed for its taxation and accounting webcasts.

Virtual Events works for classes for any number of participants and locations. Unlike other Web conferencing solutions, Virtual Events is completely browser-based; it does not require downloads or plug-ins, nor does it have trouble getting around most firewalls. The solution enables extremely clear information and graphics, by converting PowerPoint slides into jpeg images. It also allows participants to submit questions via text, enabling more control by the presents and a means to track and respond to questions that were not addressed on the live webcast.

The Results: A robust virtual training solution with powerful labor-saving features

A&M now has an automated means of delivering its continuing education classes online. Virtual Events delivers other benefits, including ensuring that attendees are actually engaged by enabling polling questions, surveys, and text-based Q&A during the webcast. To fulfill NASBA requirements, attendees have to be logged in for a minimum time and participate in a number of the interactive requirements. Virtual Events makes sure that attendees watch for at least fifty minutes out of a sixty minute presentation, for example. The solution then generates credits and creates completion certificates, and emails the PDF certificates to the users after they complete all of the requirements. Virtual Events also supports a pay-per-view model that works through PayPal, which is convenient for clients who wish to offer fee-based classes.

Future plans

In the future, A&M plans to expand its NASBA-certified training efforts internally, presenting events on a weekly basis. These events will be produced via a self-service model, which will result in additional cost savings. On24 provides full training and has support personnel available if needed, along with a comprehensive resource center. ON24 offers full support to clients who need to focus on content, logistics, speakers, and so on. However, many clients prefer to save the additional costs, and Virtual Events makes it easy to manage their own webcasts.