



Codinter Inc.
Technological Solutions for the Industry

Press Release

Miami, February 15, 2023

Codinter continues to take advantage of virtual events in 2023

During 2020 and 2021, as a result of the covid-19 pandemic that is still plaguing the world, many companies made greater use of virtual events, in order to stay in touch with their customer base. The Codinter organization reacted in the same way by launching the welding and cutting virtual fair, an initiative that provided solutions to the different related industries in America. These welding and cutting virtual fairs were long events, lasting several days each, with meetings lasting several hours, which allowed the interaction of many representatives of the different brands that we distribute in America.

Advances in vaccination and the availability of treatments have once again allowed organizations to list large-scale events. The FIFA World Cup that took place recently is an example of this. For this reason, Codinter will also organize and participate in in-person events, just as it was doing in 2022.

However, the Codinter organization has decided to continue running virtual events during 2023. One of the main reasons is that virtual events, which became so popular during the worst moments of the pandemic, are here to stay. The executive staff of the companies realized how useful these types of events can be to interact with brands, technologies, or representatives to whom they would not otherwise have access. Virtual events also allow more people from the same company to have access to the information they need, instead of picking a single representative to travel to some trade show. In addition, the technologies for virtual events have evolved enough to be used by practically anyone, regardless of their level. Lastly, virtual events can be recorded and viewed later by those unable to attend live, and will remain valuable sources of knowledge for many years to come.

"Virtual events allow us to be in constant contact with our clients, no matter where they are. In addition, with live translation, language barriers can be eliminated" said Jonathan Campos, Marketing Director of Codinter. It is precisely the Marketing department, working together with its counterparts from the brands that Codinter distributes, that leads the production and promotion of virtual events. By 2023 Codinter will produce two types of virtual events: "The week of..." and "Ask Me Anything".

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The week of...

This will be a type of virtual event that will take place over two days: Wednesday and Thursday of the last week of the month. It will have a basic theme that will be discussed in both presentations. During each one of those days, a representative of one of the brands that Codinter represents will make a presentation of about an hour, in order to expand the knowledge of the chosen topic among the attendees. At the end of the presentation, attendees will be able to ask questions, which will be answered by the speaker. Generally, a survey will follow, which will help brands to better understand their market.

As an example, the first of these events was "The Tubular Wire Week", which took place on Wednesday, January 25, and Thursday, January 26, 2023. Diego Guerrero and Antonio Zafra were the speakers. Each one of them made a presentation about tubular wires, which was the subject in question. At the end of each presentation, the attendees asked questions. Both events were recorded and are available on our YouTube channel and on our website.

Ask Me Anything

Ask me everything is based on the AMA (Ask Me Anything) events that are commonly held on the Reddit social network. The idea is that an expert on a topic can answer the questions of the guests. Some of these questions will have been added in advance by guests, while others will be asked during the event. The invited brand representative will have at their disposal materials and equipment to answer the questions asked, if they deem it appropriate. These events are expected to be one hour long and will take place on the last Thursday of the month, alternating with the "Week of..." that is also planned.

To explain it better, the first of these events will take place on Thursday, February 23, and will be entitled "Ask me all about Gas Equipment." The guests will be Marivic Sunga and Quinton Borchardt, from Miller | Smith, who are experts in oxyfuel and gas equipment. Right now customers and related parties are being invited to participate in this event.

The features of these virtual events

These events will follow the guidelines established by the Codinter organization for holding public virtual meetings during 2020. All customers and those interested in industrial issues are publicly invited to participate.

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Most of these events will be held in Spanish, but some will be in English and Portuguese, as these are the most widely spoken languages among the customer base. In some cases, live translation will be done, for the benefit of both language groups. All events will be recorded and, once completed, will be posted on social media and the website. It is possible that in some cases voice montages and subtitles are made so that customers who speak other languages can also enjoy them.

Starting this year, virtual events will be shorter, not exceeding one hour in duration, as far as possible. It also tries to make them more enjoyable, through the presentation of slides and videos. These educational methods can also increase recall of what is presented.

About Jonathan Campos

Jonathan Campos is the marketing director of the Codinter organization. This marketing professional of Venezuelan origin has been in charge of the marketing and brand image of the entire organization for years. He is based in Miami, United States, but has his team distributed throughout several countries.

About Codinter

The Codinter organization is a private company whose objective is to supply products and services for the welding, cutting, industrial finishing, and automation needs of the different industries of the countries of North, Central, and South America and the Caribbean. Codinter currently has offices in Miami, United States; Cali, Medellin, and Bogota, Colombia; Valencia, Venezuela and Jundiaí, Brazil.

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