



START ON TIME:

AVOID 5 TECH FAILS THAT DELAY MEETINGS

The average corporate employee attends two meetings a day—and it seems rarely by choice. In a recent study, 17 percent of those surveyed said they would rather watch paint dry than be in a meeting. Eight percent said they would opt for a root canal.ⁱ With numbers like these, it's no wonder that starting a meeting late can take employees from mildly irritated to downright frustrated in seconds flat.

Executives and workers know that time is money. A one-hour meeting that starts five minutes late costs you 8 percent of that meeting—a loss that would be untenable in any other resource category. While the primary cause of meeting delays—late attendees—may never be completely solved, another leading cause of delays is more easily eliminated: technology failures. Meeting room technology should make your meetings more productive and engaging.

This article discusses the top five tech-related meeting failures that cause delays and what you can do about them.

FAILURE #1**THE CONFERENCE ROOM IS NOT AVAILABLE**

Have you ever reserved a conference room for an important meeting, only to find another group in it when your meeting is

scheduled to start? Perhaps the previous meeting ran long. More likely, both of you properly booked the room and your system allowed the meeting space to be double-booked.

What about those ad hoc meetings that never get scheduled? In addition, a survey cited in the Wall Street Journal found that 73 percent of meetings involve only two to four people, but 53 percent of meeting spaces are design for larger groups.ⁱⁱ The result is workers hoarding the “better” conference rooms—reserving the larger rooms based on the AV functionality, rather than the size of the meeting. Room reservation solutions can help to avoid these challenges, but they only work when they are correctly implemented, and used by all employees.

FAILURE #2**REMOTE EMPLOYEES CAN'T CONNECT**

We are now in a new era of workforce mobility. People constantly use their mobile phone apps whether they are

in the office or out of the office. Emails and text messages are answered 24/7. Trends in flex hours and hot-desking (not having an assigned desk) are making virtual and video meetings more common than face-to-face meetings. When remote workers can't connect using mobile phones, tablets, or their laptops, everyone loses valuable work time and IT gets another trouble ticket.

By the year 2020, most analyst and research firms project that 50 percent of the workforce will be mobile. Cloud-based video conferencing and virtual meeting room solutions help ensure meetings start on time for any user, on any device, every time.

FAILURE #3**COLLABORATORS CAN'T SHARE CONTENT FROM MOBILE DEVICES**

With roughly a third of today's meetings being conducted virtually,ⁱⁱⁱ your audio and video conferencing systems must be solid. But it's

more than just audio and video; users need to be able to share their content. With the rampant use of personal devices in the workplace, many meeting attendees show up to the meeting with their presentations or work documents on their mobile devices.

Unfortunately, many collaboration spaces and audiovisual systems were not designed to support content sharing from mobile devices. Thus, time-consuming content sharing methods are employed that require finding the right cable or dongle to connect a device to the display, or users are hurriedly copying files to USB drives or emailing files to the one person who can connect to the display. In another study, 41 percent of respondents reported technical difficulties when sharing content to a display in over half of the meetings they attended. Yet, when content sharing does work, 98 percent of meeting attendees said they found it valuable.^{iv} Successful companies have implemented professional wireless presentation solutions that will allow for mobile device content sharing, while addressing the security risks.



FAILURE #4

NO ONE CAN USE THE VIDEO CONFERENCING SYSTEM

According to Ovum Research, 39 percent of workers report that the number of video conference meetings they attend has risen.

However, video conferencing remains infrequent for the majority, with 62 percent of workers rarely or never using it.^v Users often struggle to get the video conference equipment working, so meetings are delayed while you wait for someone to figure out how to connect.

According to Andrew Davis, a senior partner at Wainhouse Research, “The IT department tends to buy video conferencing, but they’re not the people who use it,” Davis says. “It may seem obvious, but it’s also the most overlooked aspect when you look at the reasons why these deployments are less than fully successful.”^{vi}

To eliminate this technology fail, make sure employee needs and preferences are included in your requirements documentation. Consider well-designed touch panel interfaces that can greatly simplify call connection and feature control.

Some rooms may have video conferencing systems that are not being used simply because the display is not large enough to see the shared content.

So how can employees quickly find a room that meets their needs, without delaying the meeting? How can IT departments and decision makers determine the proper size of future meeting spaces? What types of technology do the workers like to use? By conducting a needs assessment and implementing an asset monitoring system that integrates with the scheduling software, IT staff can track the actual usage of the rooms and foresee future needs.

FAILURE #5

ROOMS ARE NOT OUTFITTED WITH NEEDED CAPABILITIES

Today’s workers need to collaborate with coworkers at any given moment. It’s easy to pick up a phone or send an email, but

finding a meeting space with adequate audiovisual connectivity for the local group and/or the capability to include remote employees can be time-consuming. A simple conference phone will not suffice when you need an interactive display.



COMPLETE THESE ACTION ITEMS BEFORE YOUR NEXT MEETING

To avoid the common tech failures listed above, your organization should strive for simplicity. Ask your employees what they need. Make sure everyone is well trained on the meeting room technology. Install room reservation systems outside of each meeting space and tie them to the calendar system to avoid accidental double-booking. Remote employees and local users need to feel comfortable with video conference systems. Meeting spaces must be designed so that anyone can share content from their mobile devices, without bringing their own adapter cable.

If you don't go through the steps outlined above, your meetings will continue to start late, which negatively affects morale and your bottom line. Don't go it alone. Partner with a professional integrated communication solutions provider like AVI Systems. By making conference rooms and collaboration systems as easy to use as your mobile phone, you will have happier workers, and your meetings will not be delayed by these technology failures.

ABOUT AVI SYSTEMS

Founded in 1974, AVI Systems is currently the nation's fourth-largest AV solutions provider, and the only 100% employee-owned one.

Our success owes in great part to having the most highly credentialed, capable and motivated workforce in the AV industry. The strength of our process, the unparalleled support we offer, and our conviction that technology should liberate, not impede, are also foundational to our success.

By working together, we remove communication barriers instead of creating them, freeing our customers to seize opportunity, and imagine new possibilities. This is our definition of Communication Liberation, and it's reflected in the incredible diversity of AV solutions we provide for business, commercial, educational and government clients across America.

SOURCES

ⁱ <http://www.inc.com/minda-zetlin/17-percent-of-employees-would-rather-watch-paint-dry-than-attend-team-meetings.html>

ⁱⁱ <http://www.wsj.com/articles/new-office-flashpoint-who-gets-the-conference-room-1413307377>

ⁱⁱⁱ <https://sitecore01-008.logmeininc.com/-/media/5d4d2ef5287d4301935f67903bf3b18d.pdf>

^{iv} <https://www.mersive.com/wordpress/wp-content/uploads/Mersive-Meeting-Culture-Survey-Results-2015.pdf>

^v <https://sitecore01-008.logmeininc.com/-/media/5d4d2ef5287d4301935f67903bf3b18d.pdf>

^{vi} <http://searchunifiedcommunications.techtarget.com/feature/Benefits-of-video-conferencing-include-less-travel-but-its-not-No-1>

10 LESSONS FOR BUSINESS MOBILITY

Learn from Industry Experts and IT Professionals the Keys to Enabling Business Mobility



DOWNLOAD NOW



Contact us at www.avisystems.com or 952-949-3700.