



The Ins & Outs of Video Conferencing

ISSUE NO. 2: EFFECTIVE MEETINGS
The Second in a Series of Incredibly Short and Helpful Guides From Blue Jeans Network



Seize Control of Meeting Effectiveness

THE PROBLEM

with business meetings today isn't the fact that there are too many; the real issue is that there are too many *ineffective* meetings.

Far too many.

Successful businesses depend on relentless collaboration and flows of knowledge, not only among its employees, but also with clients and external stakeholders. With all this information sharing and gathering of intel, it's easy to get a case of meeting-itis. The least we can do is try to improve the *effectiveness* of every meeting.

Expectations for performance will increase, and meetings will continue to stack up on our calendars. Seize control and make every meeting more productive, efficient and engaging with easy, interoperable and cost-effective video conferencing that's built in the cloud and accessible at your fingertips.

That's what's in. Anything less is ... out.

Are you in?



OUT}

Death by PowerPoint

WHAT'S OUT is getting hit with an audio and video mute-button double whammy during meetings.

We've all been there — staring at a stream of boring text or mind-numbing charts while sitting on a conference call. You struggle to keep your eyes open, fearing “Death by PowerPoint” may overcome you at any moment. It really doesn't matter whether you have salient input or suggestions anyway; the lines are muted and no one can see your reaction on the call. Sound the meeting death knell and settle in for an onslaught of endless slides occupying your screen.

Of course, it's not PowerPoint presentations — or even conference calls — that are to blame. The problem lies in the lack of an effective exchange of information. A one-way flow of information in meetings should come with a Surgeon General's warning of imminent risk of Death by PowerPoint.

That is so out.



IN }

Powering your people to make their point

WHAT'S IN is tapping into your people's energy and input instead of just tapping the advance button on a slide deck.

You've scheduled the meeting, and the PowerPoint slides are ready to go (yes, we're all creatures of habit). The people you've invited to attend are not only expecting to engage and participate, they expect you to make the most out of the meeting. Now you've got the video conferencing tools to keep everyone happy:

- ≡ **Host equal-access meetings.** With interoperable video conferencing, every meeting participant has equal access to airtime, no matter where they're located or what video-enabled device they're using.
- ≡ **Create a perfect balance.** Strike the perfect balance of information delivery and participant engagement as you read important visual cues and responses from attendees.
- ≡ **Keep meetings on track.** It's your meeting — control the show with a variety of screen layout views and easy, secure content sharing for up to 25 endpoint locations.

Resuscitate your PowerPoint presentations — and your meetings — with easy, interoperable video conferencing.

That's what's in.



OUT }

Disengaging your distributed workforce

WHAT'S OUT is leaving your remote employees out in the cold.

¹ U.S. Companies More Open to Remote Work Arrangements. SHRM. September 2011. <http://www.shrm.org/hrdisciplines/benefits/articles/pages/remotework.aspx>

One-third of U.S. chief financial officers (CFOs) say remote work arrangements — such as telecommuting and working from satellite offices — have increased at their companies in the prior three years.¹ With the number of remote workers at an all-time high, you can't afford to hamper their ties to the mother ship with outdated, audio-only tools and technology.

Whether your employees are brand spanking new or developing your brand in a remotely located field office, giving them yesterday's tools to perform the work to move your company ahead tomorrow is, well, so 2010.

That is so out.



IN }

Creating VIPs — Very Inspired People — in every corner of the company

WHAT'S IN is creating a lifeline for remote employees to engage with their teams and their company.

Remote workers live and breathe through the connectivity of their smartphones, tablets and high-speed Internet connections. But hardware alone doesn't hard-wire trust and rapport with colleagues, and email isn't known as a great relationship builder. Inspire and engage employees in every corner of your company or around the world with cloud-based, face-to-face video conferencing:

- ≡ **Flexibility is key.** With so many employees on the move, you can easily invite guests to participate in spontaneous meetings with an .ics-file-supported email, or with your own meeting URL.
- ≡ **Put your off-site employees on stage.** Host weekly team meetings and delegate the day's discussion to your remote employees without additional travel expenses.
- ≡ **Engage subject-matter experts.** Pull in your field experts for design projects or strategy meetings, without having to bother your IT techs in advance.

That's what's in.



OUT}

“Herding cats” to on-site meetings

WHAT'S OUT is performing scheduling gymnastics trying to get the smartest people in the room to attend your meeting.

Calendar software like Outlook or Google makes scheduling meetings a breeze, but getting everyone to show up can be like herding cats.

When the people you've invited to your meeting aren't available to meet in person, or are limited by restrictive or incompatible room-based video conference systems, you're faced with endless rescheduling or canceling your meeting altogether; neither of which reflects well on you.

That is so out.



Video conferencing that lets everyone meet on their own terms

WHAT'S IN is connecting the right people, at the right time, in the right place — with Blue Jeans video conferencing.

Getting everyone under one roof is the best way to speed productivity, decision making and results. But it's also a luxury of time and money. With Blue Jeans video conferencing, you can achieve the engagement and impact you need from your meetings *and* preserve your precious travel budget.

- ≡ **Connect with more customers.** Presentation in Fresno and a demo in Fargo? No problem. With an Internet connection and a video-enabled device, you can check in with more customers to make the most out of every day.
- ≡ **Engage the experts.** Whether you need an expert witness for a high-profile court case or a high-impact speaker for your upcoming team meeting, Blue Jeans video conferencing delivers the experts to your enterprise, without having to reimburse them for travel expenses.
- ≡ **Maintain compliance.** Easily comply with corporate reporting requirements and avoid scheduling bottlenecks by arranging video conference board meetings. Your shareholders and board members will approve of your effective planning capabilities.

That's what's in.



About Blue Jeans Network

BLUE JEANS NETWORK is located in Mountain View, Calif., and on the Web at bluejeans.com.

At Blue Jeans Network, our mission is to make video communications as easy and pervasive as audio communications, enabling more-effective collaboration at work, at home and on the road. Our cloud-based conferencing service makes this possible by enabling customers to connect with each other seamlessly anytime, anywhere and from practically any device. The Blue Jeans Network extends high-quality video communications beyond the traditional boundaries of specialized conference rooms and into the mainstream, allowing individuals and employees throughout an enterprise to interact more effectively with each other, and with their customers, partners, suppliers, family and friends. Blue Jeans Network is a private company headquartered in Mountain View, Calif.