HOW TO ARRANGE A SUCCESSFUL VIDEO CONFERENCE

Video conferencing is a simple and cost-effective way to keep in touch with your staff, customers and partners. You can have meetings with people in two or more locations through a video link while saving a considerable amount of money in travel and accommodation expenses. In addition to traditional meetings, a high-quality video link can be used for internal and external communications, consultation, remote training, help desk and other support operations as well as sales meetings. Use this checklist to arrange an efficient and smooth video conference, where the agenda can be dealt with in the allocated time. The result: happy participants and time and money saved all round.
BEFORE THE CONFERENCE

- If you are still considering the pros and cons of traditional meetings and video conferencing, assess how much each costs to arrange. Find out how much time is wasted on travel, also taking into account travel in employees’ own time and questions concerning well-being.
- Make a detailed assessment of the time required and set clearly defined targets for the meeting.
- Book your video conference through the Technopolis conference service.
- Do not forget to order breakfast, lunch or coffee from the campus restaurant.
- Take some time to think about what materials you want to share through the video link, and if necessary, ask the participant to read the materials before the meeting.
- Remember to keep the font size sufficiently large and do not overcrowd slides with text. Some participants may be seated some distance away from the screen and they should also be able to see the text.
- Ask the participants to arrive at the venue well before the meeting starts. You and your guests will be escorted to the meeting room and shown how to use the equipment.
- If required, the connection can be tested for you before the meeting so you can simply turn up at the venue.

DURING THE CONFERENCE

- Turn the camera so that all participants are visible.
- Everyone should indicate an intention to speak by raising a hand to avoid talking over each other.
- Agree on the signaling system before the meeting.
- Look the other participants in the eye. A video conference is just like any other meeting.
- Mute the microphone when you are saying something you do not want the other party to hear. A whisper is also a whisper at the other end.
- Avoid clattering noises or rustling papers. Microphones pick up the smallest of sounds. You can switch off your microphone when you are not speaking.
- Stick to the schedule. All parties will be happy if the agenda is handled within the agreed time.

AFTER THE CONFERENCE

- Switch off the video link after the meeting. The host is the last to switch off and makes sure that all guests have switched off.
- Offer feedback on the meeting.