

DIGITAL

MEETINGS

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DIGITALISATION / DIGITISATION

Transformation of Corporate Meetings, Events and Training


Everything is changing.

We are in a fast evolving vacuum.

We have to keep up with the times but the real question has become how to effectively convert our existing systems.

A successful meeting depends on the equipment, services and networks but also expertise to build the solution.

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The real issue is
how to maximise
impact and ROI.

the market for
enterprise streaming
and services was
estimated to grow to
\$2.7 billion in 2018

in 2020 this figure has
surely surpassed every
expectation

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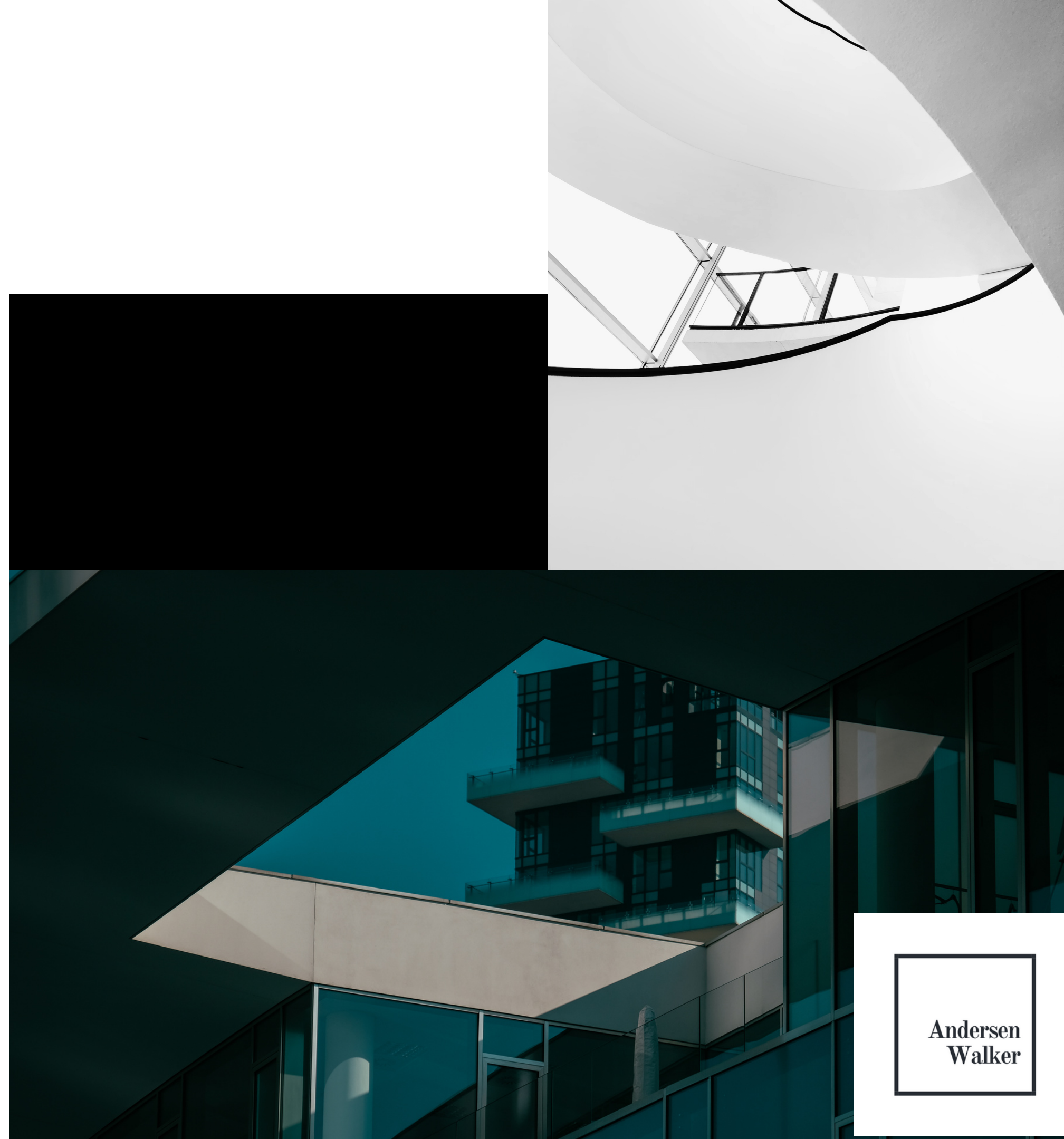
correct terminology

1. Digitisation

is the conversion of changing
the analogue to the digital.

2. Digitalisation

is how this new digital world will
impact people and work



how to build up a digital
transformation strategy?



STRATEGIC OPPORTUNITY

- to incorporate new technologies and processes
- correct use of available technology
- a vision shared by the management team
- a clear orientation to business
- redesign of processes and organisational adjustments

CREATE a vision on how social networks, mobile devices or big data can modify the business and activities.

CHOOSE a specific digital solutions that integrates everything in an one-and-only product.





Digitisation/ digitalisation

- redesigning processes
- redefining roles and functions
- taking into account the culture and structure of the organisation
- accompanying both people and teams in the development of new skills

EFFICIENCY in:

- the preparation of meetings and
- provision of pre-read material in less time and in simple ways
- increased flexibility - easier to enhance, modify, add or update documents
- participants can access their files anytime, anywhere;
- administrators can monitor whether the information aimed at participants actually reached them

WHICH IS THE RIGHT OPTION?

WEBINARS

an audio and Web platform

suitable for real-time collaboration

includes screen sharing, demos,
and video

best for small audiences

allows high levels
of participation and verbal
engagement

WHICH IS THE RIGHT OPTION?

WEBCASTING

a broadcast to tens of thousands of
live attendees

a dynamic interactive format

for smaller meetings
self-service licensed solutions,
for larger, more complex meetings
Webcast event service

pair rich media, like broadcast video

for large meetings, trainings,
shareholder meetings

Dynamic interactive exchanges with
audience surveys, polling, live chat,
and Q&A

WHICH IS THE RIGHT OPTION?

VIRTUAL CONFERENCES

to engage audiences through
multiple simultaneous meetings over
several days

suitable for large
sales kick-offs, training sessions, and
career fairs

a fully managed Webcast technology
allows attendees to log in securely
using single sign-on (SSO) to enter the
virtual conference venue, and once in,
registered to participate in various
sessions from a customized list
applicable to their profiles

sessions range from large town-hall
format Webcasts, to
interactive virtual breakout sessions

DIGITALISATION

Ensure a Smooth-Running, Polished Event

but how ?

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1) Keep it as simple as possible:

make it easy for hosts and attendees to participate from desktops or mobile devices of choice

small Webinars and Webcasts can be initiated instantly without formal training through self-serve solutions

corporate teams staging larger Webcasts and virtual trade shows need specially trained conference operators and the live assistance available with managed services

choose providers that offer a full complement of technical experts and operators with a successful track record

2) Insist on highly reliable and secure platforms:

- your internal IT team or an outsourced service provider,
- a highly secure and redundant network that can support multiple levels of rich media applications

3) Use providers with global capabilities and local support:

- real-time language and localization support
- ability to host events over multiple time zones
- administer support from local teams

3) Engage attendees and their social networks:

- broad array of widgets for engaging audiences,
 - chat, Q&A, real-time polling, and/or post-event satisfaction surveys
- create an immersive environment
 - retention of the content
 - measure involvement

there are many
platforms and
hardware
integrations
available,
picking up the
right one is
crucial

5 rules

1. Establish a strong technology foundation

- video functionality - positive impact on performance
- designate a meeting coordinator
- test all digital functionalities consistently
- an on-site IT team

you can't just
“take it
offline” with
a quick post-
meeting chat
outside the
conference
room

5 rules

2. Set an agenda for each meeting

- plan
- encourage participants to think ahead, formulate ideas and questions, and create content
- take full advantage of the time together

Include;

- The meeting's purpose
- Topics that need to be covered
- Presentation materials and links to all resources
- Technical info: How to join the meeting, what kind of device to use, and backup plans, etc.

Create a template and make it accessible to all workers – company intranet, Google Drive, Dropbox, etc.

develop meeting
etiquette
instructions,
taking a hard
stance on late
sign-ons and
telling participants
how to comment
or ask questions

5 rules

3. Develop a digital meeting etiquette
 - different time zones is a challenge
 - spread the meeting out
 - alternate meeting times so
 - schedule multiple meetings
 - create recap notes
 - copy team members on essential emails.
 - record the meetings and then send out the video for those who weren't there
 - upload and share them privately via YouTube so all meetings can be found in one place

allow toilet breaks
and refill for
drinks

5 rules

4. Maintain focus to engage team members
 - hard to keep on track
 - appoint a moderator to keep the time and pace.
 - limit distractions, a mute-all practice
 - encourage questions via chat
 - designate short five minute breaks

what can go
wrong?

5 rules

5. have a backup plan.

- audio delay, echoes, broken links, video glitches, background noise, wifi issues
- having more than one phone number (or office number) for a conference call.
- have a free backup system that your team can jump on to, like Google Hangouts or Skype.
- Even a chat channel
- Make sure everyone knows about the backup plan, have it on meeting agendas, or
- send out an email with the protocol so everyone is prepared



simple do's and don'ts

Before the meeting:

- Turn the video on and humanize the room
- Cut out report-outs: send out a simple half-page in advance to report on key agenda items
- Come prepared with the team's opinions: get their input ahead of time

During the meeting:

- Connect people, ask about personal and professional updates
- Encourage collaborative problem solving
- Give each person time on the agenda.
- Ban multitasking
- Assign a Yoda

After the meeting:

- Formalize the water cooler.
- what they would've done differently in the meeting. This is like the final "Yoda" moment – it's the "speak now or forever hold your peace" moment

Some Online Meeting Tools

Free and paid services for web conferencing and webinars

- Adobe Connect Pro
- GoToMeeting
- Skype for Business
- WebEx Meeting Center
- Zoom



references

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