

12 TIPS FOR BETTER VIDEO CONFERENCING

A 1080 Group Executive Brief
Prepared for Citrix Online

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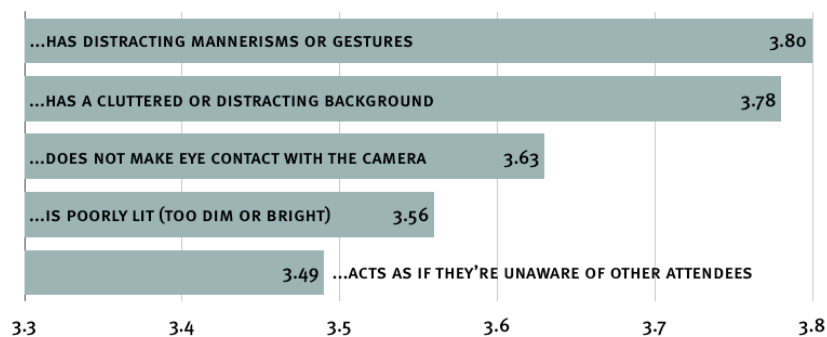
Travel is expensive in terms of both money *and* time. Interestingly, however, when 1188 video conferencing users weighed in on why they're inclined to use it, their top response was based on *productivity*.

Whatever benefit your organization uniquely finds in video conferencing, respondents made one thing clear: your success may begin with great technology, but it doesn't *end* there.

Using both quantitative and qualitative research results as a guide, the twelve tips on the path to success are progressively arranged from *competence* to *confidence* to *collaboration*.

HOW ATTENDEES RATE LEADERS

"I FIND IT DISTRACTING OR ANNOYING WHEN THE VIDEO CONFERENCING LEADER..."



Advice from a pro...

"I always guide my champion at the prospect or client's company to join me before others do.

It only takes a minute to make sure everything is okay.

Then I'm free to greet others as they join. I watch the attendee panel to see when their phone or VoIP audio connects...that way I'm not talking before they can hear me."

Peter Young
Regional Sales Director
Good Data Corporation

Eliminate distractions from your video conferencing environment

Develop awareness of open windows, books, pathways, or other potential *visual* distractions, and remember that *aural* distractions may be picked up by "area" type mics as well (e.g., a speakerphone or computer microphone).

Balance the lighting of your environment

Avoid harsh lighting that creates undue contrast (e.g., shadows around your eyes, nose and chin) or washouts.

Position yourself back from the camera but within reach to your keyboard

Position yourself a comfortable distance back from the camera to avoid your visual expressions from seeming exaggerated, but still in reach of your keyboard.

Incorporate other tools of engagement

Think through what you would normally do (e.g., show something via projector, ask for a show of hands, collaborate on a task plan). Map those activities to features that enable the same productivity (e.g., share your computer desktop, polling, group chat, passing control).

Know what Attendees are seeing

Use a practice session with another participant and have them describe their experience. Note what occurs for the Attendee as you use different features so you can guide Attendees to better interact.

What factors influence your decision to use video conferencing?

1. Allows us to show something that is not easily shown from a computer screen
2. Saves cost of travel
3. Helps us become a “greener” organization
4. Helps us reach more people
5. Saves the inconvenience of travel
6. Saves time away from other duties
7. Helps us communicate more frequently
8. Adds a personal touch to a web conference

1080 Group, LLC research
April-May 2011, N = 1188

Adjust your body language for the camera’s eye

The closer you are to the camera, the larger your facial and physical gestures will appear (good or bad). Make deliberate, smooth movements, keeping them “on screen.”

Make eye contact definitively

In a video conference, eye contact does not have to be persistent, but it does need to be purposeful. Make eye contact definitively to deliver strong presentation opens or closes. Stay present, keeping your eyes within camera range (i.e., not looking out a window).

Eliminate behavioral distractions

Identify potentially distracting behavior (e.g., clicking or tapping a pen, fixing hair or clothing in the camera’s view). Ask a friend to help, using private chat to remind you.

Be the example of “guiding the experience”

Teach as you go. Include instructions in your meeting invitation for how to have a successful meeting. Verbally remind Attendees during the meeting of what to do.

Don’t ignore effective virtual presentation and facilitation skills

Plan shorter, more interactive sessions. Design visually engaging slides or desktop content. Extend your “virtual body language” by using annotations to direct attention.

Treat mixed audiences equitably

Be aware of how each Attendee or group will see, hear, and interact. Plan how you will help each Attendee participate (e.g., contribute to the discussion, show a document, chat, etc.). Adjust how you will see and hear everyone, including those not individually logged in.

Add “meet now” to your team’s collaboration skills

Locate (and install, if necessary) your solution’s “meet now” or “instant meeting” function. Transform a phone call into a short collaborative “get it done now” video conferencing session.

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About Roger Courville and 1080 Group, LLC

Roger Courville is author of *The Virtual Presenter’s Handbook*, contributing author to *Business Expert Guide to Small Business Success*, and Principal at 1080 Group, LLC. An internationally sought-after communicator on virtual presentations (webinars). Roger has delivered webinars for tens of thousands, and he’s reached tens of thousands more with clients such as American Management Association, *Training Australia Magazine*, eLearningGuild, and, of course, Citrix Online. His 2008 paper *Five Keys to Moving Training Online* won TrainingZone.co.uk’s Reader’s Choice Award for “Top Download of the Year.” His real-world expertise is backed by that of the seasoned team at 1080 Group who together have worked with hundreds of clients on thousands of webinars involving more than a million attendees. For more information visit www.1080Group.com, call +1.503.476.1080, or subscribe at <http://bit.ly/cyKZUJ>.

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