



Virtual and Hybrid Meetings: The Scope, Range and Options for Event Planners

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Course Notes: corbinball.com/assets/virtual-aafp.pfd


Virtual meetings:

- ▶ Definition and benefits
- ▶ Types of virtual meetings & pricing
- ▶ Suggestions to optimize

Agenda

Virtual Meeting: What Is It?

Conducting live meetings or presentations over the internet.



-- Wikipedia

Types of Virtual Meetings:

- ▶ Conference calls
- ▶ Instant messaging
- ▶ Web collaboration / Web conferencing
- ▶ Wikis
- ▶ Virtual tradeshows
- ▶ 3D environments
- ▶ Web casts
- ▶ Video conferencing
- ▶ Telepresence

Virtual Meetings: Why?

- ▶ Low costs
- ▶ Avoid travel hassles
- ▶ Environmentally friendly
- ▶ No catering or AV fees
- ▶ Easily recorded
- ▶ Global reach
- ▶ 24/7



Web Conferencing & Webinars



join.me
anymeeting.com
webex.com
gotomeeting.com
gotowebinar.com
adobe.com

Web Conference Typical Features:

Audio/Video (VoIP)

Messaging and chat

Polling and Surveys

Easy recording

Slides

Desktop sharing

White board w/ annotation

Web pages

Web Conferencing – Benefits

- Time savings (reduced travel to meetings)
- Hard cost savings (air, hotel, meals, AV, room rental)
- Fast (ad hoc -- anytime, anywhere)

Increased Profitability

Honeywell "We saved \$9,000,000 in the first 6 months."
—R. Lee Allen, Manager, Operations

Faster Time to Market

BASF "We got the same information out in 3 days versus 5 days – and saved \$75,000."
—Stephen Rezac, Manager, Sales Training

WebEx – Adobe Connect Comparisons

Both:

- ▶ Cross platform
- ▶ Persistent, customized URL
- ▶ Integration with Outlook, MS Office, Lotus Notes
- ▶ Strong security features

Adobe:

- ▶ More user friendly for attendees - Adobe flash. (WebEx requires download)
- ▶ Multiple hosts
- ▶ Immediate access to recording (WebEx has a proprietary viewer.



Web Conferencing – Pricing

Join.Me Free!

Anymeeting.com \$18/month – 25 people

Citrix: GoToMeeting:

Free: up to 3 attendees

\$39/organizer/month (up to 25 attendees)

\$59-69/organizer/month (up to 100 attendees)

Citrix: GoToWebinar:

\$79/organizer/month (up to 100 attendees)

\$319/organizer/month (up to 500 attendees)

Cisco: WebEx:

\$59-69/month, 25 participants (1 host)

Adobe Connect:

\$45/month (25 attendees) - \$458/month (1,000 attendees)



Webinar Tips:

- ▶ Be time sensitive.
- ▶ Keep it short (30-45 minutes max.)
- ▶ Use interactivity and enthusiasm.
- ▶ Use a moderator w/ 20+ attendees.
- ▶ Turn off the phones – “Do not disturb.”
- ▶ Test EVERYTHING! – A test run is vital!



Webcasting

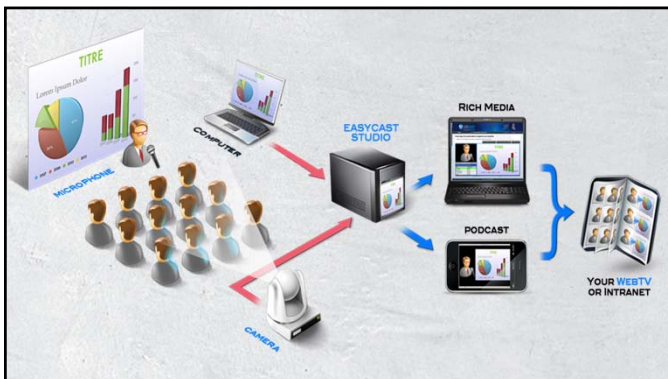
- ▶ Broadcasting audio or video content over the internet
- ▶ Live or on demand
- ▶ Uses streaming media
- ▶ Has become very reliable

Live Webcast

Webcasting

- digitellinc.com
- on24.com
- livestream.com
- klewel.com
- rolandsystemsgroup.com

Live Webcast



Web Casting – Pricing

LiveCast: \$42-499/month

Anymeeting.com \$18/month – 25 people

Digitell: Varies greatly

ON24: Varies greatly: Average price: \$1,600-\$20,000 webcast

Klewel: Price varies greatly.



Video Conferencing

skype.com

plus.google.com/hangouts

plus.google.com/hangouts/onair

google.com/intl/en/chrome/business/solutions/for-meetings.html

lifesize.com

fuze.com

Video Conference Pricing



Skype, Google+: Free

Chomebox: \$999 or less

Fuze : \$20-40/month (25-250 pax.)

LifeSize: \$13,000-80,000/year (about \$11/employee-month)

Video Conferencing – Tips

- ▶ Start with specific goals and agenda.
- ▶ Appoint a facilitator (traffic cop).
- ▶ Test everything! Allow practice runs.
- ▶ Avoid bright colors or loud/busy prints.
- ▶ Speak clearly toward the microphone (no shouting).
- ▶ Look at the camera when speaking.
- ▶ Restrict movement when speaking.
- ▶ Mute microphone when not in use.
- ▶ Be quiet (side conversations, phones, paper, chairs).
- ▶ Have a backup plan.



Telepresence

- polycom.com
- cisco.com/c/en/us/products/collaboration-endpoints
- dvetelepresence.com

Telepresence Pricing



Cisco Telepresence: \$300,000
Cisco Rental Rooms: \$299-\$899/hour

Polycom: \$349,000

DVE: \$150,000 and up

Resources:

Corbin's Favorites File
corbinball.com/bookmarks

Corbin's Article Database
corbinball.com/art

Course notes:
corbinball.com/assets/virtual-aafp.pdf

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Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards. Corbin has been named in 2012 as one of "The 25 Most Influential People in the Meetings Industry" by Successful Meetings Magazine, the 5th time he has received this award.
