



Video Conferencing Conference Call

Now you can respond to business demands face-to-face without spending time traveling back and forth to meetings. Video conferencing is the perfect medium for many communication needs including new product launches, sales training, focus groups, and presentations.

Gentner has a strategic partnership with InView Communications, known for high-quality, worldwide multi-point video conferencing solutions. To find out how video conferencing can work for you, please complete the online information request form or call 1-800 LETS MEET® (1-800-538-7633).

Applications

Launch new products and services to your sales force without taking them out of the field.

Showcase introductions and product releases to employees, shareholders, and clients.

Provide a simple but effective way to get more out of training sessions by giving your audience something for their eyes as well as their ears.

Great for human resource departments to get out information about policy and procedure changes. Ideal for new employee orientations and employment interviews.

Benefits

- **Time.** Most video conferences are no more than two hours long. This means time spent getting to and from a meeting is often greater than the length of the meeting itself.
- **Cost.** A one-hour video conference can cost as little as \$125. When compared to expenses associated with travel to short meetings, the savings can be significant.
- **Increased Productivity.** Video conferencing increases workplace productivity by alleviating the time and stress incurred through extensive travel.
- **Increased Participation.** Increased participation means more productive meetings and less need to debrief staff unable to attend.
- **More Timely and Frequent Communications.** Video conferencing allows meetings to take place with little advance notice and allows for shorter, more frequent interaction.
- **Visual Advantages.** When compared to an audio-only conference, the visual aspects of video conferencing make a meeting with multiple participants run more smoothly. Participants also cite the ability to share graphics interactively as a key advantage over a teleconference.

Enhanced Services

Talk to your account manager about adding Enhanced Services.

- Audio Add-On
- Continuous Presence
- Speed Matching
- T.120 Data Collaboration
- Video Streaming
- Video Conference Room Rentals

Quick Reference

Before the Meeting

1. Familiarize yourself with the video equipment. Plan to use the camera presets and change camera positions often for more interesting and active meetings.
2. Set your objectives, list desired results and prioritize topics to be discussed.
3. Prepare visuals and helpful graphics.
4. Confirm the persons participating in the meeting and their availability to attend.
5. Choose a Chairperson for the lead/master site and a leader for each additional site.
6. Have materials distributed to each site.
7. Each conference site should plan to have clearly displayed identification tags and a sign identifying your location/site name.

As the Meeting Begins

1. Introduce yourself and begin your meeting by stating your agenda.
2. Hold roll-call for each location and introduce all participants, including those off camera.
3. Relax and be yourself. Imagine that the people on the other side are sitting across from you. Always speak clearly and naturally.

During the Meeting

1. There is a slight delay in transferring video through a network. Allow the on-screen speaker to finish before responding. Double-talking can cause rapid switching between sites.
2. All sites other than the one speaking should use the mute button and unmute only when they wish to speak. Using the mute button prevents sites from switching unnecessarily.

3. Be aware of which camera is in use. If the camera switches to show visuals, remember to switch it back when you return to your discussion.
4. Make sure to alert the other parties before sending graphics, so as not to be sending simultaneously.
5. Create more participation by asking questions.
6. Be considerate. Do not cough into microphones, tap your fingers, or carry on side conversations.

Learn More

For more information on how you can benefit from video conferencing, call 1-800 LETS MEET.