



The Meeting Barometer



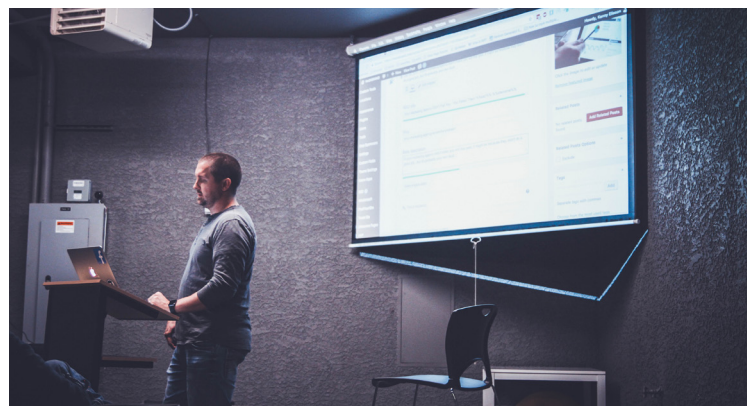
Meetings are constantly changing

Every worker their own meeting preferences: short, long, formal, informal, one-on-one or in large teams. In addition, a pandemic drove us from old-skool audio conferences over fully remote and video-only to hybrid meetings. Thanks to workplace technology the possibilities are endless, and meetings are productive and engaging, no matter where workers are located.

How meetings are perceived changes over time. What influences our meeting experience? Which workplace trends can we find? Does having more (or less) meetings change our perception on the quality of our meetings? Are we experiencing remote and hybrid meetings differently?

What is the Barco Meeting Barometer?

With the Barco Meeting Barometer we want to keep track of the quality of meetings over time. Keeping a pulse on how meetings are evolving and measuring the role of meeting technology (like video conferencing apps, large screen monitors, interactive whiteboards, AV setups, wireless presentation and conferencing systems, virtual reality systems...).

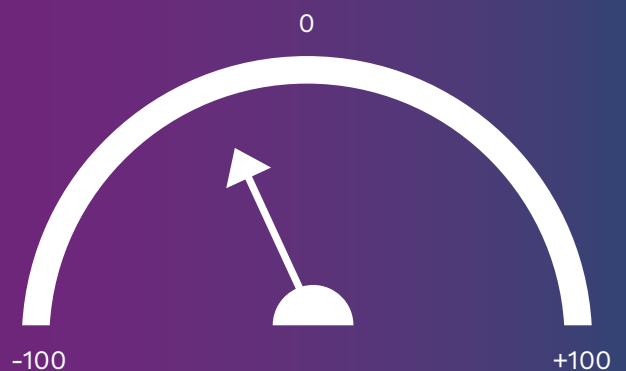


How is meeting quality measured in the Meeting Barometer?

The Barco Meeting Barometer keeps track of the quality of meetings over time. How are meetings evolving and what is the role of meeting technology?

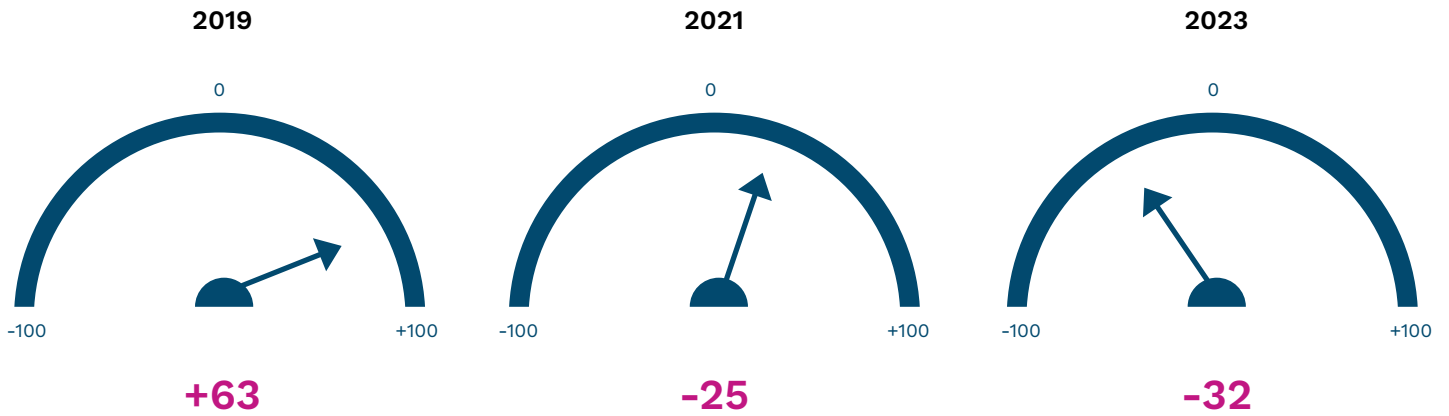
It is measured just like the Net Promotor Score:

- Deduct the negatives (respondents who think meetings have worsened) from the positives (respondents who feel meetings have improved)
- To get a final score



So, are our meetings getting better? Or worse? And why?

Since 2019 we see quite an evolution in our meeting perception.



Technology evolutions like wireless collaboration technology and high-quality AV setups give workers a positive feeling in meetings pre-pandemic.

Meeting in the office is productive, smooth, fast.

The effect of virtual meeting starts to show.

Workers are fed up with the fully remote way of working and the concentration and engagements drops. 49% of workers say that remote collaboration does not come naturally.

Meeting sentiments are slightly picking up again, as different parts of the world have returned to the office and settled into a new, hybrid way of work.

However, as 1 in 3 remote meeting participants finds it difficult to speak up, meeting equity is the highest challenge on the radar

70% of communication is related to body language and facial expressions. Especially those non-verbal expressions are difficult to capture in hybrid meetings. That's why 60% of workers believe that hybrid meetings are less effective, which keeps the overall sentiment on meeting negative.



What's next?

With meeting engagement and equity high on companies' radars, we might expect the Barco Meeting Barometer to start recovering even more. To drive a positive change and make sure everyone is seen and heard, no matter where they are, organisations can rely even more on technology innovations.

Not having equal access to tech, content and conversation ultimately impacts the workforce's well-being, engagement and churn. Not all issues can be brought back to a simple a lack of tech savviness of workers. The quality of the connection, integration of different solutions and the complexity and user-friendliness of technology all play a role. Putting the worker at the heart of the collaboration technology, will surely help organizations to further improve efficiency and engagement.

ClickShare Conference

Turn your hybrid meetings into an engaging experience

Open your laptop to start a meeting and connect team members in the office with remote participants in just a matter of seconds. No cables, no control panels, no passwords needed.

ClickShare works for you

<p>Empowering You</p> <p>More engaging, more involving, more energising means of collaboration.</p>	<p>Built Around You</p> <p>Designed with real-life users at the heart. And real-life offices in mind.</p>	<p>Making Life Easy</p> <p>No cables. No control panels. No passwords. Just start your meeting.</p>	<p>Has You Covered</p> <p>We understand what matters to you. And we've integrated it from the start.</p>
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With our wireless video conferencing systems and collaboration tools, you can connect, collaborate and wirelessly share content from anywhere. Use your display for digital signage content when not used for presenting or conferencing.

You bring wireless video conferencing to a whole new level in any meeting room, huddle space or conference room. Unlike a traditional conference system, a video conference in any meeting space with ClickShare Conference is simple, easy, wireless.



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