



**Make every kind of  
meeting better**





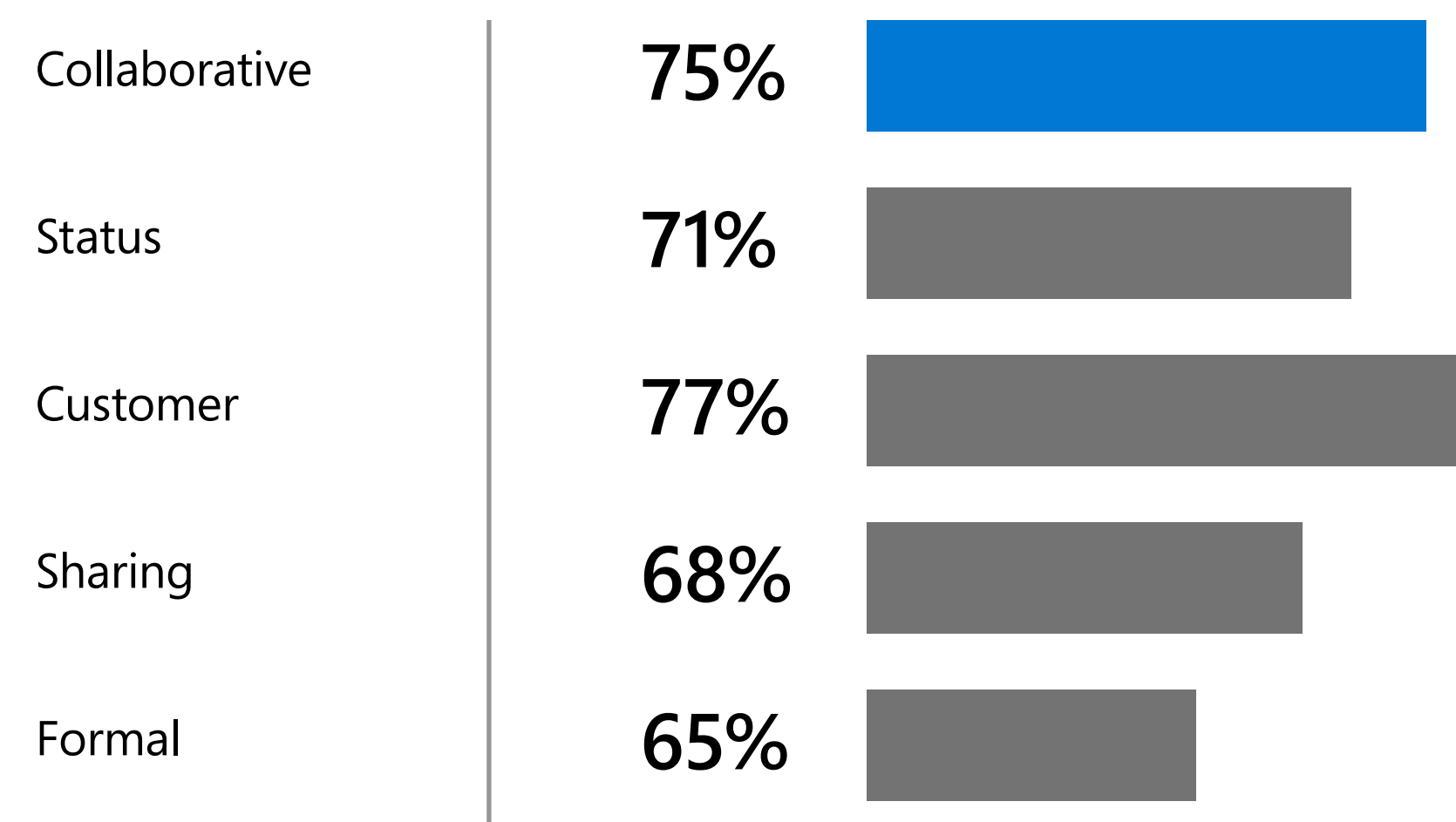
# Introduction

Employees spend an average of 10 hours each week in meetings, but research involving more than 800 business leaders tells us that the more digital our world becomes, the more employees need that connection with other team members. They also want meetings to be structured, authenticated, and facilitated through advanced technologies that help participants to connect wherever they are working.

As the workforce becomes more diverse, it's more important than ever for leaders to focus on maximizing the value of meetings. Increasing meeting productivity can improve creativity and innovation.

**Let's take a closer look at the five different types of meetings and how to drive greater satisfaction for each.**

## Meeting Satisfaction Levels by Meeting Type

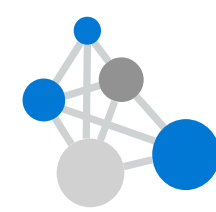


Meeting 01/05

# Collaborative sessions

Grab the sticky notes and markers! These meetings are all about generating ideas, troubleshooting solutions, and identifying new possibilities.

## Common practices and key findings:

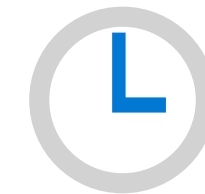


Longer than other meeting types and generate a higher level of interaction

Millennials are more likely to rely on whiteboards, revise documents in real time, and collaborate via text or instant message (IM)



Less likely to start on time



Require the most technical support (access to files, email, calendaring, whiteboards, and support software)



Gen Xers are most likely to send pre-reading materials, create action items, and use digital note-taking tools



Attendees tend to multitask

At least half of all age groups note the challenge of participating remotely, and the need for better follow-up








01.  
Collaborative sessions



Meeting 01/05

## Keys to success

-  Set aside at least an hour to discuss and develop ideas
-  Send agenda and relevant materials well in advance of the meeting and a reminder the day of
-  Provide real-time access to files, whiteboards (physical and digital), calendars, and email
-  Don't be afraid of pauses and silence, which can indicate attendees are processing information and forming new ideas
-  Use videoconferencing to establish a stronger connection with remote employee



01.  
Collaborative  
sessions

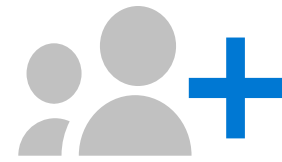


Meeting 02/05

# Status check-ins

Gantt charts anyone? It's time to provide updates, hash out obstacles, and adjust project schedules.

## Common practices and key findings:



Most frequently attended, comprising 27% of all meeting types

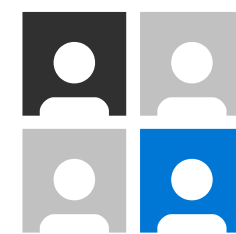


The shortest type of meeting: 30% last less than 30 minutes

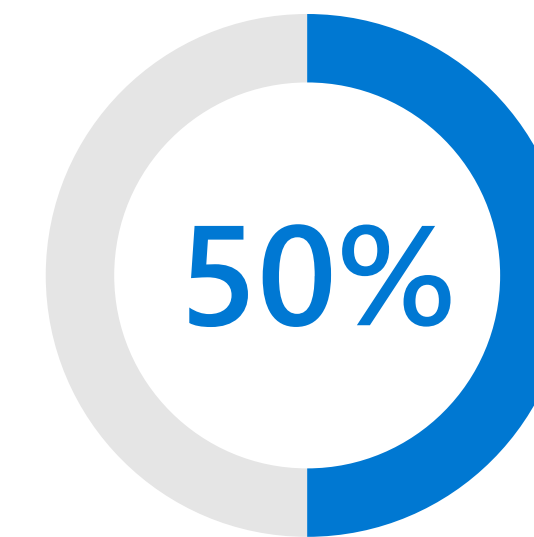
The favorite type of meeting for Baby Boomers



Least likely to include an agenda



Feature the least frequent use of video teleconferencing (VTC) solution, video presentations, or digital note-taking tools








Roughly 50% of Gen Xers and Millennials note the lack of sufficient follow-up

02.  
Status check-ins



Meeting 02/05

## Keys to success

-  Keep status meetings short and fast-paced
-  Start on time and keep discussions moving
-  To help attendees keep track of the conversation, request that all participants state their name before speaking
-  Record discussions for future reference
-  Schedule next steps in real-time



02.  
Status  
check-ins

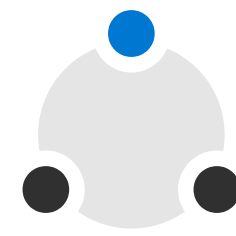


Meeting 03/05

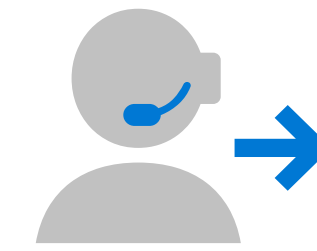
# Customer meetings

These meetings bring together your sales, support, and service staff to better serve the customer.

## Common practices and key findings:



Usually include the fewest number of people



Often include attendees from outside the organization

Tend to be longer: 85% last more than 30 minutes



Millennials and Boomers are more likely to attend via dial-in or videoconferencing solutions



Most likely to include an agenda, with email and pre-reading materials sent in advance

Millennials are frustrated by lack of structure or lack of agenda, as well as technical glitches, meetings running long, and lack of follow-up







03.  
Customer meetings



Meeting 03/05

## Keys to success

-  Send relevant materials ahead of time
-  Test links to ensure that attendees can easily access materials
-  Test your setup ahead of time to minimize the chance of disruption
-  Share a meeting recap with key points and clearly defined next steps



03.  
Customer meetings



Meeting 04/05

# Knowledge-sharing

Whether part of ongoing learning and development, or the rolling out of new technologies or processes, from time to time your company will schedule a meeting to share information.

## Common practices and key findings:



Tend to be unstructured: the sending of an agenda or pre-reading materials is less likely, as is the need for follow-up

Receive relatively low satisfaction and productivity ratings



Millennials include attendees from outside the organization

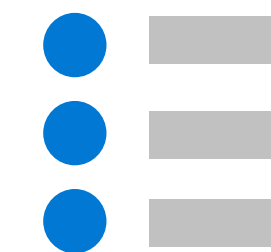


Participants often feel that attendees have not adequately prepared

Require a medium amount of tech support



Millennials are introducing Gen Xers to the value of using digital note-taking tools, exchanging texts, and instant messaging with other attendees







04.  
Knowledge-sharing



Meeting 04/05

## Keys to success

-  Send attendees pre-reading materials and give them a deadline to review
-  Encourage participation, address challenging questions, and remove distractions
-  Follow-up meeting with main points, relevant materials, and action items
-  Include the nature of the meeting and virtual meeting platform within the invite



04.  
Knowledge-sharing

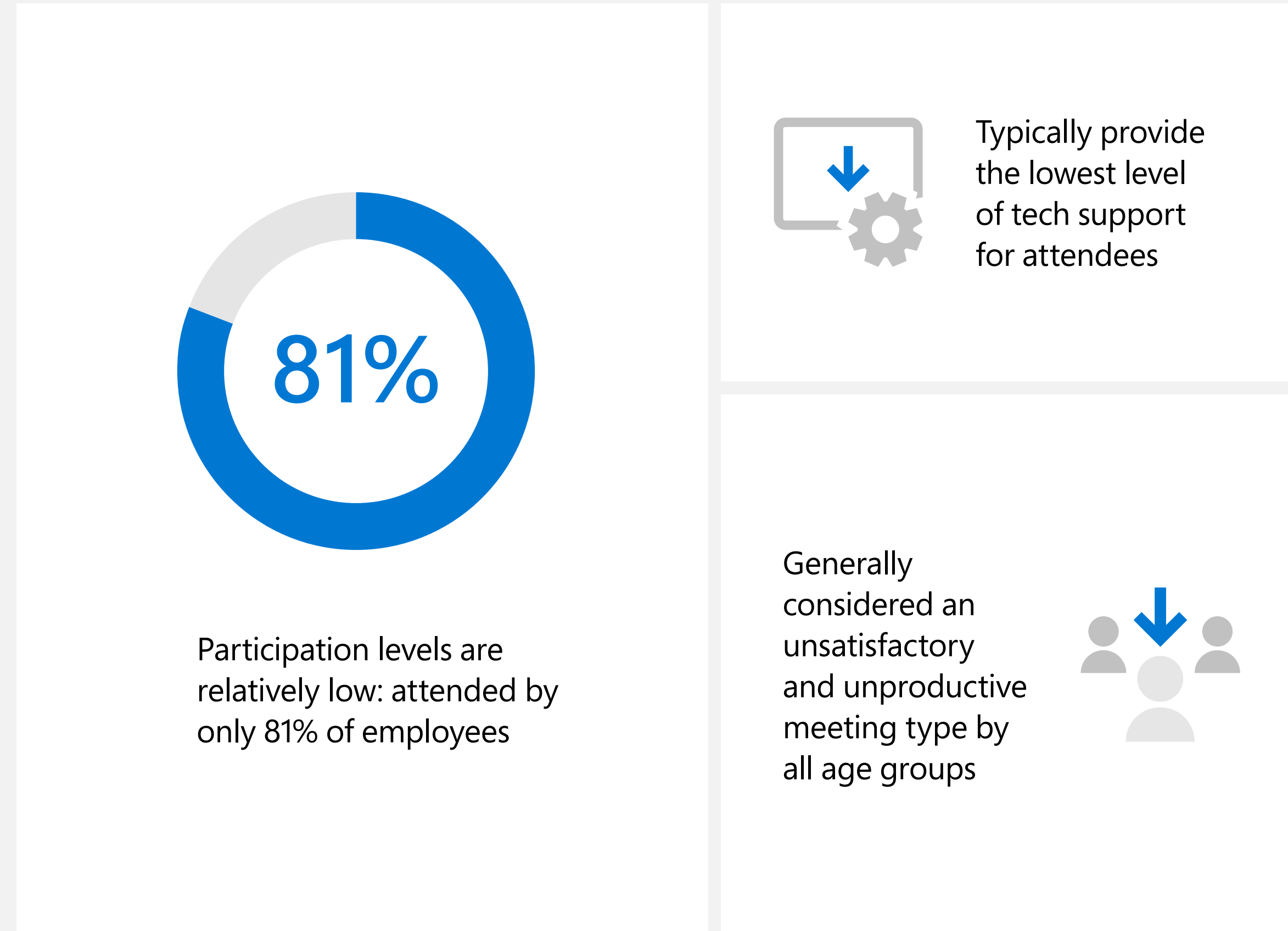


Meeting 05/05

# Formal meetings

Whether releasing annual or quarterly results, or announcing news with a broad impact, you'll likely schedule a company-wide assembly. These are the least frequent, but largest meetings in terms of the number of attendees.

## Common practices and key findings:









05.  
Formal meetings



## Meeting 05/05

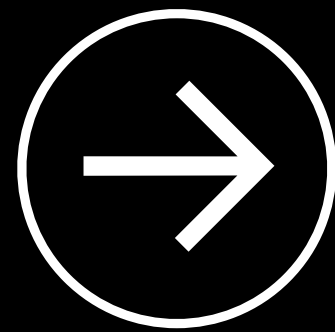
### Keys to success

-  Keep meeting length as short as possible to encourage attendance
-  Presenters should be succinct and to the point: what is the news and why does it matter
-  Encourage participation: answer questions, take suggestions, and share wins and successes
-  Choose solutions designed for broadcasting to large groups of remote attendees
-  Share a meeting recap and recording company-wide
-  Ask for, and incorporate, feedback on the meeting structure and agenda



05.  
Formal  
meetings





# Demo Meetings in Microsoft Teams

Understanding more about the realities of meetings can help you make them more productive. And the right technology can help.

See how Microsoft Teams in Office 365 provides a complete online meeting solution in [this on-demand webcast and demo.](#)

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