

Do we have too many meetings or are we doing it all wrong?



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Meetings are necessary to make decisions, exchange ideas or keep each other up-to-date. Without talking to each other, without meetings, we run the risk of working alongside each other, being overtaken by events and thus losing valuable time. The downside is also that meetings are time-consuming. We spend many an hour around the meeting table. Maybe too many. That's the general perception. It is therefore not surprising that pages and pages have been written about efficient meetings. Books, papers, blogs with hundreds of tips, many of which are undoubtedly very worthwhile. The design of the meeting room itself is seldom discussed in more detail.

## Our meetings use last century's technology.

Most meeting rooms consist of a large fixed table where each person sits down with his own laptop. Notes can be made on a flipchart or whiteboard and there is a beamer to project the content of a laptop directly onto a large screen. In many of these meeting rooms we hit the same problems and limitations: not everyone is able to connect with the projector, no good conferencing equipment is available, etc.

The technological equipment of a meeting room is pretty much the same as 20 years ago. Today's technology offers many more opportunities. Unfortunately, these opportunities are not yet integrated in meeting rooms. Technology's role has to change drastically. Technology has to be a fully-fledged player in the world of meetings.



## Latest technology as partner in the meeting room.

Tomorrow's meeting room technology stimulates co-operation and interaction. And that starts already before you've even walked into the meeting room. With Internet of Things (IoT) it is possible to ensure that light and temperature automatically adapt to the conditions. More so, by monitoring heart rate or voice levels, IoT can have a positive influence on your mood with the automatic adjustment of light, temperature, humidity, etc.

It is true that IoT is not yet fully developed. In fact, this may take a while still. But one day it will be ready. The technology surrounding us is developing ever faster. The mobile phone connected us at the end of the last century. The smartphone as we know it today has only been around for 11 years and has had a profound effect on human behaviour. People often overestimate how much will change in the next 2 years and they often underestimate how much will change in the next 10 years.



## Adapt the room to your needs.

Chameleons are able to quickly change colour. They don't only do this for camouflage purposes and to blend into the surroundings, but also to communicate. A modern meeting room must also be able to adapt quickly to the needs of the moment. Not all meetings are classic talks around a table. For example, a video conference to the other side of the world requires a different setup than one for a meeting with the team alone. Sometimes standing meetings are recommended. Just think of a presentation of a new product, when you want to keep it more informal or simply because you don't want to spend the whole day sitting down.

With a modular room where the table(s) and chairs can quickly be moved around, change function or even disappear and blend into the surroundings, you can create an environment that meets the purpose of your meeting. A smart design with technical and technological support makes your meetings more productive and less time-consuming.

## Connected with the offline world.

Tomorrow's meeting room also allows phygital meetings. Phygital is a contraction of 'physical' and 'digital'. The term refers to the merging of the 'offline' and 'online' world. Not only are older generations used to making (offline) notes with pen and paper, younger generations also have a longing for more authenticity. Even teenagers are now increasingly turning to hip notebooks to sketch or write in.

That offline content must of course be easy to share. You no longer need to copy a photograph or information from the board. The right technology allows you to easily capture and stream schematics, handwritten text and sketches on an electronic whiteboard to any participant or to save them for later. The risk that information is lost or copied wrongly is thus also a thing of the past. In addition, you can seamlessly build on the most accurate content discussed at the next meeting.



## To work without losing time.

Every meeting is different but often starts in a similar way: the connecting of devices to share a presentation, video-conferencing or content for example. About 12 minutes are lost per meeting on average. With a high-performance and versatile communication hub, this is something of the past. The Elite Slice for Meeting Rooms allows efficient wireless meetings. With one press of the button you can share all necessary functionalities. Without messy cables and dongles your meeting can start immediately.

## Add an extra dimension with augmented reality.

Augmented reality allows you to add knowledge to the real world. Adding computer-generated images to real images in real time gives you an extra layer of reality, an augmented reality in other words. Useful information can be distilled from that extra dimension in an efficient and economical way that will help you move forward in the real world. An example to combine digital information with real information is the projection of different prints on a bald model. An advertising campaign in the streets, a technical layer on a machine part, etc. A maintenance technician can receive technological instructions during his work or he can consult the manual of the piece he is servicing. The possibilities are boundless.

## Create a whole virtual world through virtual reality.

Virtual reality and holography allow you to immerse yourself in a virtual world. Higher-quality new products can be developed much faster. You can walk through a new building before the first stone has been laid. Train in a lab without effectively using the lab. Drive a car still in the development phase.

A lot is possible and is always getting better. Virtual reality and holography also result in a much better quality of videoconferencing. With even more detail, better body language, bigger touchscreens and smartboards. Important factors that facilitate an efficient meeting, without loss of authenticity.





# We have too many meetings and we're going about it in the wrong way!

It's clear our meeting culture needs to change. We have so many meetings because we're going about it in the wrong way! Today's technology allows far more efficient and effective meetings. By adding new dimensions in the meeting room, we also stimulate creativity and productivity.



