

THE AMAZING VALUE OF VIDEOCONFERENCING

PRESENTED BY REID F. TRAUTZ

ISBA Mutual Risk Management Conference 2017

What is Video Communication?

One-to-Many



Photo Credit: Vidy.com

One-to-One



Once Popular, Now Obsolete



Once Popular, Soon Obsolete



The Many Uses of Video Communication

- ▣ Initial consultations
- ▣ Client meetings
- ▣ Settlement negotiations
- ▣ Remote employee management
- ▣ Witness prep
- ▣ Job interviews

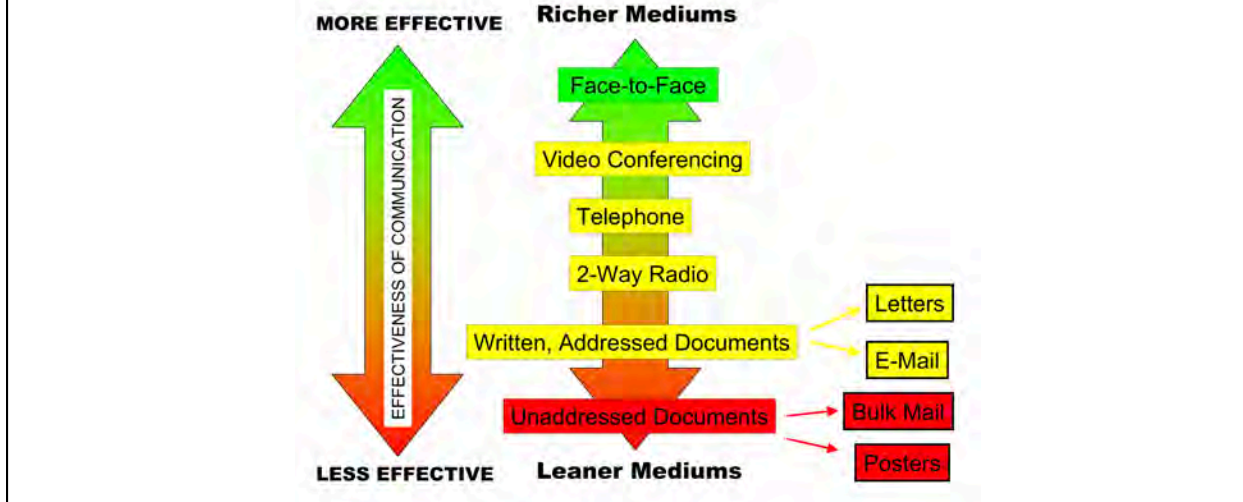


Benefits of Video Communication

Improving
Relationships,
Productivity
and
Collaboration

- ▣ Cost savings
- ▣ Eliminate delays
- ▣ Convenience
- ▣ Greater participation
- ▣ Improved communication

Benefits of Video Communication



Improved Communication

56% of
interpersonal
communication
is visual

- Facial cues: smiling, eye rolling, nodding etc.
- Body language: tension, engaged, distracted
- Personal Appearance
- Surroundings

Improved Communication

Improves goal
of achieving
a common
understanding

- Facial cues: smiling, eye rolling, nodding etc.
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Impediments to Use

- Cost (no longer true)
- Psychology & Human Behavior
- Understanding the Technology

There are only
two ways to
influence human
behavior, you
can manipulate it
or you can
inspire it.

--Simon Sinek

Impediments to Use

- Psychology & Human Behavior
 - ▣ Self-awareness of camera—don't like how we look
 - ▣ Fear of public speaking
 - ▣ Fear of not meeting visual expectations
 - ▣ Desire to multi-task on teleconferences
 - ▣ Little cultural inertia to change

Impediments to Use

- Understanding the Technology
 - ▣ Having the right tools
 - ▣ Feeling comfortable using the tools



Start without video



Start with video



Schedule



Join

Video Tools & Technology



- A stable Internet connection
- Video camera
- Audio speakers
- Microphones
- Proper lighting
- Conferencing service

Video Tools & Technology



- A stable Internet connection
- Video camera
- Audio speakers
- Microphones
- Proper lighting
- Conferencing service

Video Tools & Technology



- A smartphone has:
 - ▣ Video camera
 - ▣ Internet connection
 - ▣ Microphone
 - ▣ Speakers/Headphone jack
 - ▣ Conferencing service

Video Tools & Technology



- Tablets/laptops/desktops:
 - ▣ Video camera
 - ▣ Internet connection
 - ▣ Microphone
 - ▣ Speakers/Headphone jack
 - ▣ Conferencing service

Video Tools & Technology

□ Purchased individually:

- Video camera
- Video monitor(s)
- Microphones
- All-in-one systems
- Lighting



Video Tools & Technology



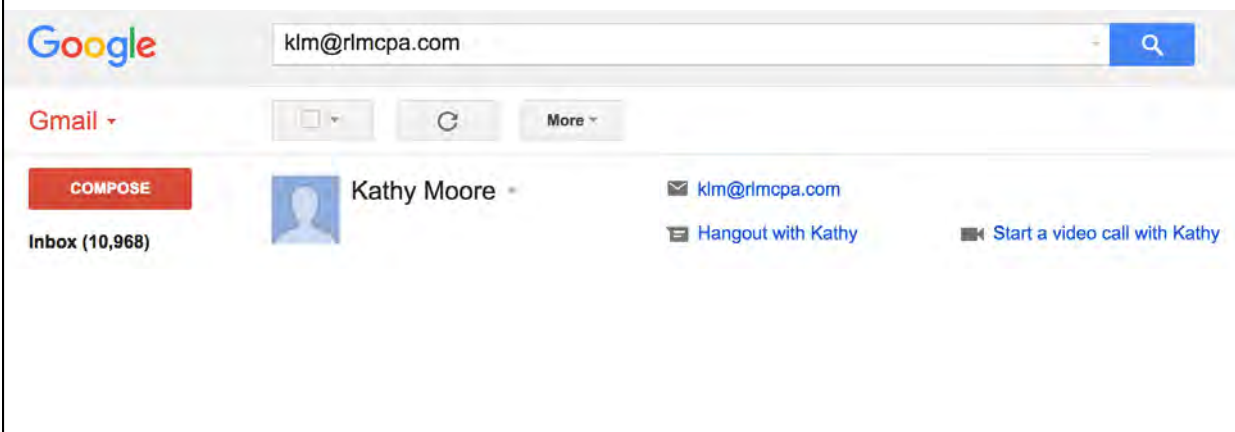
- Internet connection with 10Mbps upload/download speed (25x25 is better)
- Cell service is ok, but eats 2Mb/minute

Video Products & Services

- Skype
 - ▣ MS Office 365 for Business
 - ▣ Outlook Add-in
 - ▣ Video call or scheduled conferencing



Video Products & Services



Video Products & Services



- Many others:
 - ▣ Zoom.us
 - ▣ Go2Meeting
 - ▣ Join.me
 - ▣ WebEx
 - ▣ Google Meet (part of Gsuite)
 - ▣ WhatsApp

Video Etiquette



- 76% Background noise or distractions
- 70% Late-joining participants
- 67% Participants talking over each other
- 57% Repeating information
- 48% Using filler words like “um” and “er”

Video Etiquette



- Arrive early or on-time
- Mute to avoid background distractions
- Do the same things you would do—and not do--if in the same room with the person or persons

Keys to Productivity

- Introduce clients to this improved communication service
- Convey an agenda—a must for calls with numerous participants
- For scheduled calls, send login details several times
- Use participant's names often
- Consider recording calls as appropriate

Ethical Issues

- Confidentiality
 - ▣ Store recordings?
 - ▣ Unauthorized participants?
- Competence
 - ▣ Understand the video service provider's Terms of Service
- Communication: Fulfilling Rule 1.4

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