

Five Reasons Why Web Conferences Make You A Winner.

A compact guide

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Reason #1: The professional environment is changing - and you need to keep up!

How would things change if you could work more efficiently every day? Imagine being able to spontaneously meet with your colleagues to obtain important information or having the option of working from home when this fits your situation. This technology already exists, but only a small number of people fully exploit its many benefits. This guide is designed to show you how **web conferences can liberate you from rigid daily routines**. Because at the end of the day, results are the only thing that count. Like in Formula One, success in business is determined by the right strategy and effective time management.

Using a web conferencing solution like Netviewer Meet will give you the freedom to embark on new opportunities. Consider, for example, this common scenario: you are on the road but must attend an urgent internal meeting. No problem. As long as you have an Internet connection, you can attend the meeting live. The evolving professional environment also requires us to rethink a few fundamental values, such as placing trust over control and committing to a results-oriented culture.

Reason #1: The professional environment is changing - and you need to keep up!

Employees and employers alike must be ready to show a certain level of flexibility. Employers must take it upon themselves to attract and retain good employees by having more flexible work rules. This is especially critical in industries where technical knowledge is of primary importance. Other developments like the increasing distribution of labor between vendors and partners, as well as multi-site collaboration, demand solutions that facilitate professional interactions. **Fast Internet connections and mature software solutions can give you the competitive advantages** you need to address future challenges.

In situations like these, web conferences are the tool of choice and are already used successfully at many companies. According to Gartner analysts, 75% of corporations will use **web conferences as a standard application** in 2011. This is one trend you won't want to miss! Your competitors may already be farther along than you think. Market research firm Frost & Sullivan forecasts **yearly growth rates for web conferences of 20%** until 2014. This is really no surprise when you consider that no tool is better suited than online meetings to improving the efficiency and flexibility of corporate processes.

If you are now asking yourself "But why should I choose Netviewer?" then you should know that all leading analysts are unanimous in their opinion that we are **Europe's leading provider of web conferencing solutions**. Besides, **using Netviewer is incredibly easy**. And that's not just our opinion! The respected test portal TopTenREVIEWS compared our solution to eleven other web conferencing tools. The results: Gold Award and First Place for Netviewer!



Reason #2: New ideas can replace old habits - the best ways to use web conferences

Learn about opportunities **to utilize web conferences at your company** and see how easy it is to breathe new life into your old processes and make them more efficient. Specific examples will introduce you to the advantages of online meetings. You may be surprised at the many different situations where online meetings are useful. They exist throughout your company, regardless of whether you are in sales, accounting, or simply want to better organize your managerial responsibilities. Netviewer is the right tool to help you gain full control over your goals and responsibilities. Now's the time to start using web conferences in order to positively influence your company's internal culture. It will be easier than you ever thought possible.

Web conferences with Netviewer. It's this easy.

Reason #2: New ideas can replace old habits - the best ways to use web conferences

Sales: Fill up your order book instead of your travel itinerary

Use web conferences in your sales department to **minimize lost time and reduce travel expenses**. Forget about expensive planning to visit customer sites just to get everyone seated around the same table. Web conferences let you invite others to product presentations at a moment's notice, thereby shortening your sales cycle with more effective and more flexible communication.

Or **present your products online** to several potential customers simultaneously. This allows you to qualify sales leads and concentrate on the most promising opportunities with the greatest sales potential. As a result, you will close a higher proportion of sales. Overall, a web conferencing solution like Netviewer Meet will improve the efficiency of your sales department.

Your sales department will find the software extremely useful for internal purposes as well. Online meetings are great for training salespeople, including traveling salespeople, since Netviewer Meet lets you **communicate online with up to 100 participants** simultaneously. Or use web conferences to intensify collaboration with partners and vendors involved with complex projects.

Marketing: Maximize your productive time

Marketing professionals know all too well that tedious and error-prone coordination processes with agencies and service providers occupy most of the work day. But the time spent on these activities is actually needed for more important things. Web conferences can help you **accelerate editing processes in your marketing department and minimize the risk of mistakes** like those that commonly occur when e-mail and the telephone are your main tools of communication.

You can use the newly acquired time and flexibility to provide existing customers, potential customers, and business partners with useful information that will **generate new leads**. Online meetings are predestined for this purpose as well. Everyone involved in a meeting views the same document or the same presentation on their screens.

Market your products and services with greater precision and say goodbye to traditional forms of promotion with high wastage and expenses. As conventional forms of media continue to lose relevance, companies must find new ways to be more innovative. **Why not hold targeted, condensed Webinars that will lower your cost per lead**. During Webinars you will meet truly interested potential customers who you can qualify even while the interactive online event is ongoing.

Reason #2: New ideas can replace old habits - the best ways to use web conferences

Project management: Stop wasting time and get your projects done

Projects are another excellent opportunity to use online meetings. Providing for continuous dialogue between project participants can be difficult, especially when team members are located in more than one country. Use of a web conferencing solution makes it easy to hold **regular project meetings** without the need to consider where each person is located.

Online meetings can break down the barrier of distance and let you view other project participants' desktops without leaving your desk. All participants can jointly **access and edit documents in real-time**. As a result, you will **make decisions faster**, immediately resolve misunderstandings, and **shorten the overall project time**.

When the time is right, you and your fellow team members can convene an online meeting to present your concepts and milestones to decision-makers. This approach allows you to exchange information and **react to project changes faster than ever before**. When confronted with difficult questions, simply invite experts to the online meeting so they can give feedback and help you avoid delays.

Professional training: Make knowledge a competitive advantage

Are your employees missing out on valuable training opportunities because you lack the infrastructure or time for ongoing professional training? Start using web conferences and you can say goodbye to on-site training events that interrupt the normal flow of your workday.

Web conferencing solutions have easy-to-use functions for inviting participants to important training events. To avoid productivity losses, simply schedule training for a time when your employees do not have to deal with as many business-related responsibilities or customer inquiries. Since your employees will receive **training while sitting at their own desks**, you will not incur any expenses related to travel, catering, or accommodations.

But employees are not the only ones who need training. You can just as easily offer interactive product training events to external people like customers or sales partners. Thanks to web conferencing solutions like Netviewer Meet, training is no longer the domain of large corporations and institutions. Training can even become a **new source of revenue**. Distances are no longer an issue!

Reason #2: New ideas can replace old habits - the best ways to use web conferences

Controlling: Get in the black and you won't be pulling grey

Numbers and charts are essential in controlling and finance. Start using web conferences in these departments and you'll be amazed at the flexibility. For example, **react quickly when things don't go according to plan** or respond to your management's questions with clear and detailed information.

Make planning easier by regularly consolidating sales results and reports during online meetings. And remember: web conferences add a visual component to regular controlling meetings, so you can avoid tedious activities like updating Excel sheets over the telephone and e-mailing documents back and forth with a series of minor changes. This eliminates many potential sources of errors. You can also hold **regular online meetings with tax advisors and financial auditors** without the hassle of planning presence meetings far in advance.

Having a straightforward way to communicate regularly with internal and external experts will **cut down on the number of follow-up meetings** and keep you up-to-date on recent events. As a result, you will be immune to unpleasant surprises.

R&D: If you're not moving forward, you're falling behind

Research and development departments are another area where you can avoid double work and improve transparency. Maintaining open lines of communication can be difficult with only telephone and e-mail, especially if your development teams are at several different locations. This commonly results in extensive traveling and wasted time.

Web conferencing solutions help you **shorten your time-to-market** and gain competitive advantages with **highly dynamic innovation**. Hold online meetings in order to stay in close contact with partners and customers during every phase of your projects. This will ensure a **continuous flow of information** and give you the ability to react faster to new requirements or any problems that arise.

Small and medium-sized enterprises, in particular, benefit from web conferences because they gain the ability to compete with global players. **Improve the efficiency of collaboration** or outsource a portion of your R&D while still staying fully engaged and up-to-date on all developments.

Reason #2: New ideas can replace old habits - the best ways to use web conferences

Management: Keep everyone in the loop

For many, management gives new meaning to the term “the invisible hand”. When this happens, everyone suffers, because misunderstandings are often uncovered only late in the game. At many organizations, busy schedules even hinder managers’ ability to communicate with each other or with multiple locations. Once again, web conferences offer a solution, since they make it easy to hold **spontaneous management meetings** that result in **faster decision-making**. For example, you will find it easy to discuss forecasts and sales targets during board meetings. You will also routinely pull in knowledgeable members of your staff as needed without forcing them to travel. As a result, **your company will become more flexible and react faster.**

Once you experience the benefits, you’ll want to extend the technology to **company-wide meetings** as well. A solution like Netviewer Meet makes it easy to involve multiple locations, including video transmission. Up to 100 participants can participate in a session and interactively pose questions. This will increase your personal relationships with employees and help you avoid being just a name and the title.

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Congratulations! After reading the first two sections of this book, you should have a good idea of how you can integrate web conferences into your daily business activities. Now we would like to tell you why web conferences are often better than on-site meetings and how to choose a good web conferencing solution. Continue reading to learn about the surprising ways to use modern web conferences like Netviewer Meet.

By the way:

You can start gaining practical experience at any time! Download the Netviewer Meet web conferencing solution whenever you want at www.netviewer.com/en/netviewer-meet/ and get started right away. It's that easy.

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

The new simplicity

Complicated is out. Simple is in. **Modern web conferencing solutions** like Netviewer Meet **are characterized by how easy they are to install, start, and use.**

When selecting a web conferencing solution, make sure that you can use it even when you are not in your office. After all, one of the major advantages of using this technology is having independence from specific places and times. If several people at your company will have the ability to start online meetings, make sure that **user management functions** also work from any location. Place a high priority on the **user interface!** Your first impression will tell you if it is overloaded or intuitive.

Do not sacrifice **spontaneity** – Online meeting software that is incapable of holding ad hoc meetings will waste instead of saving time. Does the solution give you immediate access to documents that you wish to share and edit with others, or do you have to first laboriously upload and convert them on a third-party server?

Demand flexibility. Make sure you have the option of starting the program **from your hard drive (when at your office) or from the web.** With Netviewer Meet, ad hoc meetings are no problem. There is no need to upload your documents to some unknown server just so you can share them with others. Instead, you simply work directly from your own screen. You can easily **manage your users and configurations** online. When the program starts, you decide if the meeting should be held in **Basic or Expert mode.** Basic mode will not overwhelm participants with unnecessary functions.

What to look for:

- The ability to start meetings from your hard drive or from the web
- A freely configurable user interface
- Convenient online user management
- Straightforward ad hoc meetings
- No need to upload documents to the web
- Intuitive user interface

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Stay in control

Remember that you are in charge. Make sure that there can only be one “boss” during a meeting and that this person has the tools he or she needs to keep the meeting moving in the right direction.

Having a clear division of rights can largely eliminate unpleasant surprises.

As with offline meetings, there is always the potential for personal conflicts during conferences. That is why it is important to clearly distinguish responsibilities and appoint one conference director or moderator. This is usually the person who has invited others to the web conference. Moderators should have the authority to remove troublemakers as well as grant or revoke access to expanded functions.

With Netviewer Meet, the moderator is always in the driver’s seat. You decide who can speak or share their screen. If needed, you can even appoint a co-moderator. Then this person can answer questions via chat while you continue with the presentation. A session planner with an e-mail invitation function makes it incredibly easy to organize a conference.



What to look for:

- The power to grant and revoke speech and screen sharing rights
- The option to appoint a co-moderator
- The ability to spontaneously invite and exclude participants
- Session planner with e-mail invitation function

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Communication options (VoIP, telephone, chat, video)

Firing on all cylinders! Technically you only need one method to communicate with customers and colleagues, but you want to have the option of **choosing between Internet telephony, telephone, chat, and video.**

When choosing a web conference solution, make sure that you have access to several different channels of communication. **Solutions capable of transmitting webcam video signals may be considered state-of-the-art.** If using the telephone becomes too expensive, you can switch to chat or Internet telephony to save money.

Communicate over several different channels. Select from a variety of preconfigured audio conference providers or enter your own. If you need an economical way to confer with customers in a foreign country, choose VoIP or write chat messages if the other person does

not have a fast Internet connection. When the time is right, switch to your webcam so you can communicate on a non-verbal level as well. Netviewer Meet lets you communicate via video with up to ten meeting participants. **The choice is yours.**



What to look for:

- Internet telephony
- Telephone
- Chat
- Multi-user video

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Changing the direction of viewing (desktop sharing)

I see what you see! Many meetings involve several presenters who have prepared a PowerPoint presentation or other materials.

By changing the direction of viewing, each participant can easily share their documents with the others. This core function - the sharing of screen contents - is known as desktop sharing. It enables a participant or the moderator to **make his or her screen visible to everyone else in the meeting**. When the moderator executes a program function on his or her screen or speaks to a PowerPoint slide, all of the invited conference participants can follow from their own screens.

When choosing a web conferencing solution, make sure that you can switch between participant screens at any time. In other words, just as a moderator can share his screen with the conference participants, any one of the conference participants can also share their screen with everyone else. The pointer lets you draw attention to important points. The moderator determines which participant shares his or her screen.



What to look for:

- Desktop sharing
- Ability to change direction of viewing

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Remote control

Can you take over for me? Sometimes you need assistance explaining a program function. Or you may want to let someone else make a change in a document. A **highly refined remote-control function** means that you always have a helping hand and the ability to be **virtually there**.

A good web conferencing solution will have enough functionality so that you never feel like you are sacrificing any of the benefits of an on-site meeting. Joint editing of a document is a common activity during conventional meetings and the remote control function makes this easily possible during web conferences as well. Remote control means that a participant has the ability to remotely control another person's computer by using his own keyboard and mouse.

The moderator grants remote control rights either to himself or to another session participant, but never without the approval of the person using the remote computer. In any case, remote control applies only to those applications and screen elements **that the conference participant has released**. The only computer that can be controlled remotely is the one currently showing its screen.



What to look for:

- Jointly edit documents in real-time
- Remote control as if sitting in front of the computer
- Highly refined rights management

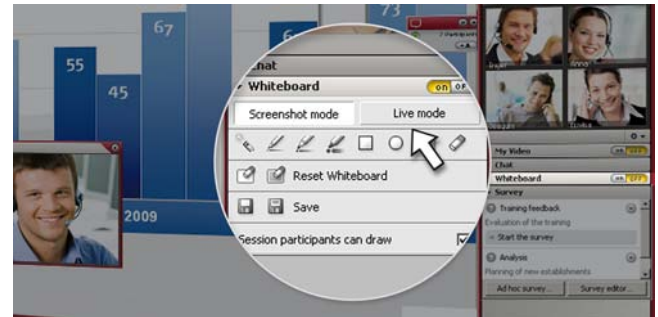
Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Whiteboard

Working together is what it's all about! **The whiteboard is one of the most important tools** for jointly developing ideas during web conferences. Handwritten thoughts and comments are extremely important for developing and improving documentation for projects and presentations.

No physical conference room would be complete without a whiteboard where conference participants can collect and visualize important concepts. Instead of asking you to sacrifice this valuable tool, modern web conferencing solutions will provide a variety of drawing tools for interactive whiteboards. One of the major advantages is that the web conference participants can **save the whiteboard document directly to their hard drive** so everyone has the benefit of keeping the "original".

It's important to remember that modern whiteboards will give session participants a **choice between two different modes: screenshot or live**. In screenshot mode, the participants' markups appear on a static screenshot of the shared screen. In live mode, session participants can leave remarks on whichever screen is currently shown as the presentation continues.



What to look for:

- Markups in document views
- All participants are kept up-to-date equally
- A choice between two whiteboard modes

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

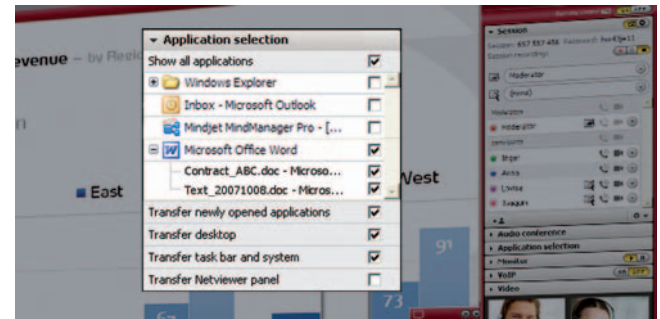
Selecting applications

Remain master over your data! Anyone who shares his or her desktop with others during a web conference should insist on transparency and always know which applications are accessible by other people.

Whenever a participant shows his screen, he or she should have the power to **determine which applications and elements are actually visible**.

The ability to select which parts of the screen will be shared with remote people is a major advantage of web conferences. And of course, **not all information may be viewed by everyone**. For this reason, you should make sure that any solution that you consider provides the option of protecting sensitive information from public view. This is particularly important at larger corporations where **privacy regulations** and **compliance directives** are in effect.

Netviewer Meet has an **Application Selection tray** where you can select **which programs will remain hidden** and determine whether your desktop, taskbar, e-mails, or Netviewer panel will be visible. Netviewer's **Monitor function** allows you to see exactly how the other session participants see your screen.



What to look for:

- Control over which applications are visible
- Data transparency
- Protection for private data

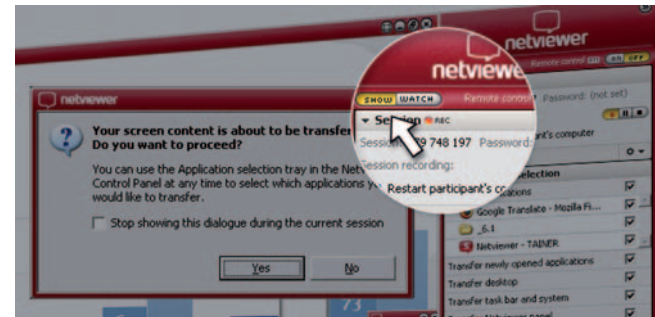
Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Privacy functions

Don't let others look over your shoulder! Sometimes it is hard to predict when sensitive data will suddenly appear. That is why it is so important to have **highly refined privacy functions that guard valuable knowledge.**

When participating in a web conference, you'll want the peace of mind that **you have complete mastery over your data** and the confidence that **nothing can occur on your computer without your knowledge.** So do not let anything happen without your approval and always keep a close eye on what is happening on your screen. You will want to take immediate steps if anyone suddenly views your data or tries to obtain remote control rights. When the meeting is over, make sure that no data or meeting details remain on your computer.

Netviewer Meet gives you the confidence of knowing that other people will see only what you want them to see on your computer. Even the moderator does not have the power to view your screen or control your computer without your approval. **Every meeting participant retains full control over his or her data.**



More information about Netviewer privacy controls is available on our summary landing page:

www.netviewer.com/web-conferences-guide/

What to look for:

- A highly refined approach to privacy
- All actions require approval
- User retains mastery over data

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Security (encryption)

Stay on the safe side! Your knowledge is a capital asset. At headquarters, a locked door is often enough to retain critical information. But on the Internet, unprotected streams of data can be intercepted without your knowledge. That is why you must **protect your online communication from misuse with an advanced security infrastructure.**

When choosing a web conferencing solution, **do not depend on passwords** alone to prevent unauthorized persons from surreptitiously joining an online meeting. Hacking attempts can take place as soon as you establish the connection. To prevent this situation, make sure your web conferencing provider utilizes a multitier security architecture.

Every meeting should run over two separate servers that **encrypt the data stream:**

- 1) a connection server for establishing a secure connection between the session participants and
- 2) a communication server that encrypts the actual flow of data.

Netviewer Meet assigns a random nine-digit session number to every online meeting. Third-party opinions from IT service providers in the German banking industry confirm the high security standard of Netviewer products. All current solutions are based on experiences gained during Netviewer's Common Criteria certification by Germany's 'Federal Office for Security in Information Technology' (BSI).

What to look for:

- Separate servers for connections and communication
- Random nine-digit session numbers
- Data stream encryption

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

File exchange (keeping everything up to date)

The end of a meeting does not mean the end of your work! For many, the real work starts only after the conference has been brought to a close. Participants are expected to update their presentations and documents and distribute them to the others. The key point is to ensure that everyone has the same updated version. **Now you can avoid such tedious and time-consuming tasks.**

Web conferences help you save time not only during the planning phase of the meeting, but also when the meeting is over. With conventional meetings, documents are updated after the conference is over and then distributed to the participants. Until that occurs, each member of the meeting group must rely on his or her own notes. Modern web conferencing solutions provide a better way. Documents are edited jointly and then simply distributed via the file-transfer function without loss of time. So when choosing a solution, make sure it provides this function.

You should be able to simply **drag files and entire folders from your desktop to the "File tray"** where other people can download them. That way, everyone can download the updated documents when the meeting is over.



What to look for:

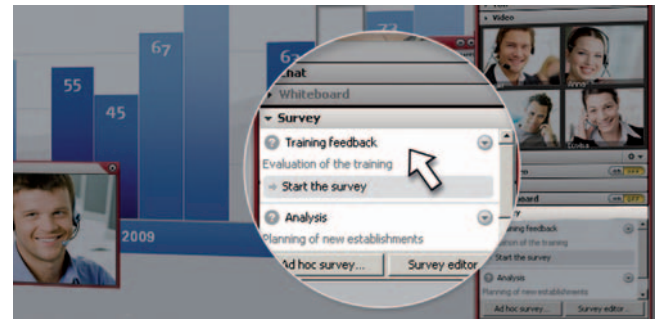
- The ability to distribute documents without lost time
- Easy drag-and-drop file transfers
- The ability to exchange entire folders

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Feedback functions (survey tool/recording)

Get feedback at the press of a button! The best meeting will have little value if your message is not received by the participants or if you lack the proper discipline during the meeting. **Online surveys are an effective way to get the feedback you need.** All of your preparations and refined presentations will be wasted if the attendees leave with open questions that they are afraid to ask for fear of embarrassment in front of their colleagues. As the moderator of a web conference, you can easily avoid this trap. Advanced solutions have survey tools that allow you to ask the attendees questions at the end of the event.

The moderator can use Netviewer's Survey Manager to spontaneously create and send to session participants brief **surveys** or **extensive questionnaires**.



What to look for:

- The ability to conduct spontaneous surveys
- The ability to send tests on training materials
- Options for gathering feedback

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

Recording function (logging)

The last thing you want to do is forget critical information. Once the meeting is over and you're back at your desk, you may find yourself paging through a pile of notes only to realize that you're missing a critical piece of information. **So make sure you have a recording function** that can help you avoid such mishaps.

After traditional meetings, many participants find themselves very busy with administrative tasks, such as recapitulating what each person said and separating important facts from less relevant information. Web conference participants have an easier time, assuming that the solution includes a recording function. When a web conference is recorded, no information will be lost. In fact, it remains easily accessible in original form.

Banks in particular insist on a revision-proof recording format for use in customer support. This allows them to refer to the results of support services whenever needed. Do not settle for less at your company.



What to look for:

- Revision-proof recording format
- Continuous availability

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

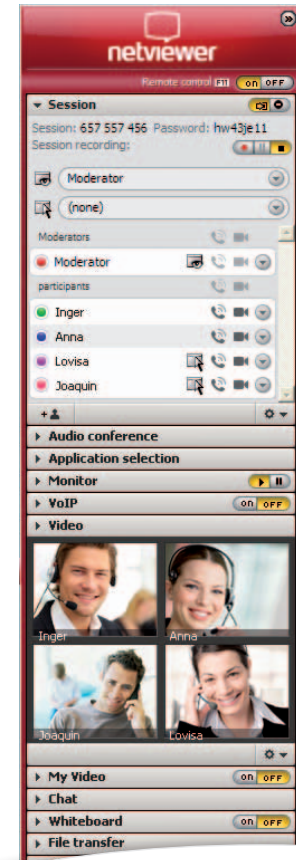
Flexibility (configurations/CI adaptation)

Give your web conferencing solution a unique look: **Make sure that your conference room can be adapted to reflect your corporate identity.**

Tools should adapt to the people who use them, not the other way around. This piece of wisdom applies to web conferencing solutions as well. So make sure that the solution you choose can be **individually configured** and that you can move each element of the software to any location on your screen. For example, you may wish to place commonly used functions in one area of your screen where you can access them quickly.

Netviewer Meet lets you move individual program functions like widgets to any desired location on your screen.

You can also integrate your company's logo into the application to increase your recognition value.



What to look for:

- Customizable configuration
- Adaptation to your own CI

Reason #3: The right tool can help you succeed - what to look for when choosing a solution

SaaS or on-premise (on-demand or in-house servers)

You always want to keep your software updated. Launching new software and integrating it into the existing system landscape is a major hurdle for many companies. Choose **Software-as-a-Service (SaaS)** instead. You'll make life easier for your IT department and your software will always stay up-to-date.

The other choice is an on-premise solution that runs on in-house servers. This alternative may be necessary to comply with your company's security directives. Extensive interfaces such as Active Directory or portal interfaces ensure rapid implementation into your IT landscape so you enjoy high cost efficiency. If you decide to run the service in-house, make sure it fulfills your company's compliance requirements, delivers the highest possible cost efficiency, and lets you exploit new opportunities to save money.

In particular, look for a flexible licensing model. This is important regardless of whether you need only one license for a particular person or intend to give every person in a department the ability to start sessions.

What to look for:

- The convenience of a SaaS solution
- Scalable for any use case
- Transparent costs for planning purposes
- On-premise solution running on in-houseserver



Reason #4: The final stretch - getting execution right.

Congratulations! At this point you are well on your way to becoming a web conferencing professional. You have already learned about ways to use online meetings profitably and what to look for in a good web conferencing solution. In the fourth chapter, we will show you that you don't need to be a technology geek to hold successful online meetings. You will also see **how easy it is to plan, hold, and end web conferences.**

Reason #4: The final stretch - getting execution right.

The right way to prepare web conferences

Your next big meeting is coming up and you've decided to skip the hassle of memorizing train schedules and scouring the Internet for the cheapest flights. Instead, you're going to hold an online meeting and save your company a pile of money. To make sure everything goes according to plan, we have compiled a list of 13 tips that will help you prepare:

Thirteen tips for preparing large web conferences:

1. Make a list of high-priority participants early in the planning process.
2. Do not forget about holidays, bridge days, and vacation times. If planning far enough ahead, let the participants choose between at least two dates.
3. Create an online meeting in the session planner and send the desired participants an e-mail invitation.
4. If you plan to use a survey during the meeting, prepare it early.
5. Remind the meeting participants about two or three days before the scheduled date. If desired, send a short note about one hour before the seminar will begin.
6. Create an agenda that lists the items you wish to discuss during the online meeting and provide an appropriate amount of time for each item.
7. Place all the files that you wish to show in a separate folder where they will be easily accessible.
8. Before the meeting starts, make sure the technology is working properly and adjust your headset, if using one.
9. Adjust your chair for comfort and get yourself a beverage.
10. If using a webcam, consider setting up a decorative background, such as your company's logo.
11. Select web conferencing software that can be started simply by double-clicking and entering a connection number. Your participants should not incur any charges for using the software.
12. Make sure you have a quiet environment. Use a separate room or ask your colleagues to avoid walking by while the web conference is in progress.
13. Run through the meeting agenda once more shortly before it is scheduled to start.

You can download the checklist at:

www.netviewer.com/web-conferences-guide/

Reason #4: The final stretch - getting execution right.

Getting execution right

The invitations were sent last week and the scheduled time has arrived. Instead of waiting at the airport arrival gate, you are sitting relaxed and well prepared in your regular office chair. You have come a long way and already feel comfortable with web conferencing technology, but a few of your participants may not yet have the same level of experience. The following 10 tips will help you make your meeting a success.

Ten tips on how to hold effective web conferences:

1. Start on time. Since you have already sent out invitations to the online meeting, you should be present when the participants begin to register. If working with a co-moderator who will answer chat questions, for example, make sure that he or she is also ready.
2. Greet the participants with a few encouraging words. Try breaking the ice with some small talk. This will especially help those who do not yet have experience with online meetings.
3. Briefly explain how to use the interactive tools like chat, emoticons, and pointer.
4. Greet the participants once again as the meeting gets started, briefly introduce the topic you will discuss, and mention a few organizational points, such as a survey at the end of the conference.
5. If the participants do not yet know each other personally, give them a brief opportunity to introduce themselves.
6. Ask them if they have any questions related to the topic that are not included in the meeting agenda.
7. Engage the participants interactively to prevent anyone from "turning off". Surveys that ask for feedback on individual items are one way of doing this.
8. If holding a larger presentation or training event with many participants, consider muting the participants in order to avoid disturbing background noise.
9. Stick to your agenda and give your participants an opportunity to speak at the end of each item. Then you can be sure that even the "shy" participants feel comfortable expressing their thoughts.
10. At the end of the conference summarize your conclusions and describe the next steps.

Reason #4: The final stretch - getting execution right.

How to end web conferences

You have completed the agenda and are very happy with the results. But instead of abruptly ending your online meeting, use this opportunity to boost your productivity. Try the following seven tips to stay fresh in your participants' minds.

Seven tips for ending web conferences:

1. Start a survey in order to receive collective feedback from all meeting participants and to reinforce your overall message.
2. Summarize the conclusions of your online meeting once more and give each participant an opportunity to make concluding remarks.
3. Allow the meeting participants to download your presentation or any jointly edited documents, thereby ensuring that everyone has the same information.
4. If you held an important meeting with a customer, consider offering them a small gift, such as an e-book available through the file transfer function.
5. If the meeting was recorded with the approval of the participants, offer the recording to all of the conference participants.
6. Archive exchanged documents and presentations in a separate digital folder so you will always have things organized and do not have to search through multiple directories.
7. The next day send a short e-mail in order to thank everyone for their contributions and to inform them of any additional meetings. The end of one meeting is only the start of the next.



Reason #5: Knowledge is everything - taking your skills farther

Outstanding! You are now a full-fledged web conferencing professional. You've been introduced to every aspect of web conferencing and have the confidence to move forward on your own.

Regardless of whether you use web conferences for personal or professional reasons, after your first experience you will never want to be without it again. Web conferencing gives you a new level of freedom and can put you one step ahead of the competition. Freedom to accomplish other things in your office and boost your productivity. Freedom to reconfigure and improve your work/life balance.

One final tip: Share your knowledge with others. You will save your company a great deal of money. The investment in the software pays for itself after only the first meeting.

Use our return on investment calculator to see for yourself:

<http://www.netviewer.com/en/products/cost-savings-calculator/>

Reason #5: Knowledge is everything - taking your skills farther.

By the way:



If you would like to learn even more about this subject, be sure to download Netviewer's book "Success moves online!" for in-depth information about the new culture of online meetings. You can order the book through the Netviewer website at www.netviewer.com/success/ It is free, of course.

More extensive information about Netviewer Meet

is available from the Netviewer website at www.netviewer.com/en/netviewer-meet/

Take the opportunity to learn even more!

More about Netviewer - Some things you won't want to miss:

Try Netviewer Meet for two weeks at no charge

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About Netviewer

Much more information is available on the associated landing page at www.netviewer.com/web-conferences-guide/

Savings calculator: See how much you can save with Netviewer

What customers say about Netviewer: Why corporate users insist on Netviewer

What children say about Netviewer: See what the next generation thinks of web collaboration

More videos and references

Whitepaper on the subject of online meetings with Netviewer

Nine tips for optimizing your meetings

Optimized time management: How to communicate more effectively at work.

A strong voice is a powerful tool: How to give compelling presentations

Managing knowledge for success: Stay up-to-date with online training

Successful project management: How to manage projects more efficiently using online meetings

New paths of corporate communication: Professional communication with web conferences

Netviewer Meet User's Manuals

Founded in 2001, Netviewer AG (www.netviewer.com) is the leading European manufacturer and provider of web conferencing solutions. Web conferencing solutions give employees the ability to overcome spatial distances and collaborate as if they were sitting in the same room. The technology not only facilitates meetings, training events, and technical support, but also enables the customer to hold webinars, accelerate customer acquisition, and provide valuable sales support.

Visual real-time communication over the Internet significantly reduces the time and expense of travel while increasing productivity. By traveling less, Netviewer users even help prevent climate change and protect the environment. More than 18,000 corporations and medium-sized companies in 68 countries already take advantage of the benefits provided by Netviewer web conferences, including Bayer, BMW, Deutsche Post, SAP, Siemens, and Swisscom. The company currently employs approximately 200 people and continues to grow.

Request more information by calling:

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