Your guide to global video conferencing trends and etiquette.

Polycom recently commissioned a global survey of 1,205 business decision-makers in 12 countries. What we found was both surprising and enlightening.

By 2016, video conferencing is expected to be the world’s most preferred method of collaboration. Ahead of email and voice calls.

THE BASICS

Of business decision-makers believe video conferencing improves productivity and efficiency.

Of business decision-makers now use video conferencing at work.

Of business decision-makers who use video today participate in at least one video meeting per week.

Are you prepared? We’ve compiled some quick facts and tips just to make sure.

CULTURE CLASH:
One person’s action is another’s distraction.

As the world gets smaller and more connected by video conferencing, understanding cultural differences has rapidly become a crucial component to successfully conducting business internationally.

Here are some interesting findings that might help you out with your next global video collaboration.

We asked survey respondents to share their keys to a successful video meeting. Here’s what they told us:

What we’ve shown here is only a small sampling of the nuances and customs that make up our world.

And while some may seem trivial, they can spell the difference between a successful video meeting—and one that falls flat.

Find out more (a lot more) about the best practices for video collaboration on a global scale by reading Polycom’s “Guide to Collaborating Across Borders.”

The kids are all right?

A child in the room during a video conference.

Curb your dog?

A pet in the room during a video conference.

No shoes, no shirt, no meeting?

Wearing casual attire during a video conference.

To gesture or not to gesture?

Using the “A-OK” sign during a video conference.

The world isn’t flat?

A child in the room during a video conference.

Care your hair?

A point to note when sharing a video conference.

We don’t speak the same?

Meeting audio while driving a video conference.

You’re invited over to dinner?

Leaving the room during a video conference.

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Big findings

Answer

Don’t ignore your background
50% mentioned being distracted by music, noise or décor. So take down that Justin Timberlake poster and turn off those tunes before you join a call.

Don’t check Facebook
51% noticed people who were multitasking or looking bored. So take note, colleagues don’t need to see your screen to know you’re not fully focused on the meeting.

Don’t be that guy
58% described mobile phones going off as a meeting killer. So turn off your phone before tuning into your next video meeting.

Don’t bring a supporting cast
52% advised against joining meetings from inappropriate locations. So avoid joining meetings from planes, trains and shopping malls.

Do keep it simple
60% said straightforward technology is key. So remember, the easier you make your technology to access and use, the more people will adopt it.

Do make eye contact
58% said good eye contact is vital to a successful video meeting. So look at your on-screen colleagues as if they are in the room—and make sure that all video participants are visible on the screen.

Don’t speak up
69% said the ability to hear everyone is important. So make sure microphones are well positioned—and speak slowly and clearly, especially when bilingual participants are involved.

Don’t underplay your participation
84% of respondents said making meaningful contributions makes the difference between an unproductive video meeting and a productive one.

Don’t keep it simple
77% of respondents said the technology is simple to use, and that most people will adapt. So go ahead and use the tools you have on the screen.

Email

Phone

Video Conferencing

BIG FINDINGS

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