



The When and When Not to Guide for Video Conferencing

• www.gotomeeting.com

When businesses look to curb spending and increase productivity, it's vital to make the most of your business communications. Over the years technology has delivered a number of valuable communication tools — such as the phone, fax and email — that help us to overcome the barriers of distance and time. Most recently, many companies are discovering the value of video conferencing as a powerful communication tool to cut costs, reduce travel, increase productivity and improve operational efficiency on a global scale.

Like web conferencing, video conferencing provides users with the ability to deliver live presentations over the Internet. In video conferences, however, attendees can see each other face to face. Video conferences are especially useful for sales presentations and dispersed collaboration — salespeople can connect with more prospects each day, and dispersed teams can review contracts, projects and presentations more easily using the screen sharing feature of video conferencing solutions. Armed with these new features, including integrated audio, businesses can collaborate on a global scale while cutting costs.

Now that we've established the benefits of video conferencing, the remainder of this guide will help you discern when to use the power of video conferencing — and when not to.

When to use video conferencing

When you can't meet in person and a phone call isn't enough

Video conferences eliminate the time, hassle and expense of traveling to in-person meetings and deliver a powerful alternative to phone meetings. When you need to meet face to face with a colleague or partner, video conferencing with integrated toll-free international audio allows you to have the closest thing to an in-person meeting without the cost and hassle of traveling.

When you want to have richer conversations

Just as “a picture paints a thousand words,” video conferencing delivers stronger business interactions than a simple phone call by combining voice with visual communications. In video conferences, you can see shared desktops as well as video feeds of your attendees, and you can connect to the meeting through integrated VoIP or integrated local toll-free or toll-based calls.

When collaboration is necessary

Video conferencing with screen sharing allows meeting participants to work together to update and fine-tune presentations and documents from their desktops in real time — all while looking at each other.

When you need to bring together a dispersed group

Video conferences help geographically scattered teams and partners stay more closely connected without the cost and time associated with travel. When you're working with people in different countries, look for a solution with integrated VoIP so you can reduce the costs of collaborating on a global scale. Salespeople who sell internationally may opt for international toll-free audio in order to impress prospects and customers with local toll-free numbers to join the meeting.

When time is of the essence

In business there's not always enough time to meet in-person. This is when video conferences can be used to help bridge the gap between in-person and phone communications, allowing for face-to-face meetings to be arranged in seconds with people located anywhere.

When security is a concern

Video conferencing with screen sharing gives users the ability to view confidential documents and applications in a highly secure environment without providing physical access to the information.

When you want to reduce your conference call costs

Video conferences with integrated audio options enable businesses to save significantly on conference call costs while expanding reach. This savings alone will often cover the cost of the subscription to the video conferencing service.

The When Not To of Online Meetings

When your message is particularly emotional or sensitive

In-person meetings are optimal for these occasions; for example, informing your team that your company is downsizing is best done in person.

When visual communication is not necessary

If your message is brief and does not contain a visual component (i.e. a presentation), it is best to use the phone, email or instant messenger to deliver it.

When communicating with people in the same location

Do not use video conferencing to replace opportunities to speak in-person with colleagues in your office building.

Best practices for online meetings

- Turn on your webcam. Seeing your colleagues and partners allows you to get know each better and build trust faster.
- Remember to focus on the content of your meeting and allow the technology to enhance the meeting experience.
- When partnering with or selling to people in other countries, consider offering your meeting attendees international toll-free numbers.
- Prepare as thoroughly as you would for an in-person meeting.
- Learn and leverage useful features of video conferences — including chat, annotation and screen sharing — for more engaging communications.
- Avoid distractions. Turn off your mobile phone and make sure you're in a quiet location (especially if you are presenting).



Citrix Online Division

7414 Hollister Avenue
Goleta, CA 93117
U.S.A.
T +1 805 690 6400
info@citrixonline.com

Media inquiries:

pr@citrixonline.com
T +1 805 690 2969

Citrix Online Europe Middle East & Africa

Citrix Online UK Ltd
Chalfont Park House
Chalfont Park, Gerrards Cross
Bucks SL9 0DZ
United Kingdom
T +44 (0) 800 011 2120
europe@citrixonline.com

Citrix Online Asia Pacific

Level 3, 1 Julius Avenue
Riverside Corporate Park
North Ryde NSW 2113
Australia
T +61 2 8870 0870
asiapac@citrixonline.com

About Citrix

Citrix Systems, Inc. is transforming how people, businesses and IT work and collaborate in the cloud era. Its portfolio of GoTo cloud services enable people to work from anywhere with anyone by providing simple-to-use cloud-based collaboration, remote access and IT support solutions for every type of business. Learn more at www.citrix.com and www.citrixonline.com.

©2012 Citrix Online, LLC. All rights reserved. Citrix is a registered trademark of Citrix Systems, Inc. GoToAssist, GoToMeeting, GoToMyPC, GoToTraining and GoToWebinar are trademarks of Citrix Online, LLC, and are registered in the U.S. Patent and Trademark Office. Registration of these and other marks may be pending in other countries. All other trademarks are the property of their respective owners.