

Study reveals mid-morning as the best time to hold online meetings

Written by Press Release



A recent survey conducted by Redback Conferencing has found that the best time of day to hold an online meeting is in the mid-morning time slot and that superior sound quality can mean all the difference between success and failure.

Respondents of The Redback Report were asked about their experiences as virtual attendees on tele and web conferences, webinars and webcasts. Jeff Downs, CEO of Redback Conferencing said that he was pleasantly surprised by the results, especially those that indicated the importance of online presenters. “When it came to the difference between enjoyable vs. not so enjoyable webinars it all came down to the presenter and their ability to interact and engage with their online audience. This tells us that virtual meetings are evolving way beyond the traditional teleconference and that online attendees are expecting much more than just a PowerPoint presentation.”

Other interesting facts the report uncovered include:

While 34% of respondents claim to join teleconferences on a monthly basis, only 8% said they join online meetings on a regular basis.

54% said their main reasons for attending a webinar were for professional development, education or training purposes.

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44% said that webcams used in online meetings can have the potential to take them from good to great.

A whopping 90% admitted to checking their emails while attending an online meeting.

41% said they prefer to attend a mid-morning webinar while only 5% enjoy the late afternoon time slot.

41% said online meetings are made much more memorable when the presenter relaxes, shows some personality and conveys a great deal of knowledge.

Interactivity and engagement (29%), a simple registration and joining process (67%) and on demand content (60%) all rated as extremely important factors.

Sue Thomson, Executive Director - Professional Development from the Australasian College of Health Service Management, said that the combination of an interactive format and engaging presenters can make all the difference. “We found that introducing tools such as polling and live Q&A sessions, combined with skilled and trained presenters has resulted in incredible feedback from our online audience. It’s simple really – if people are paying to attend an online meeting then they expect to receive just as much value as a face to face event.”

So what can be learnt from this? Here are Jeff’s Top 5 Tips for Delivering Engaging Online Meetings:

Use the tools available to you – polling, webcams and Q&A sessions all play a part in increasing interactivity and keeping people online.

Prepare – remember that presenting online is completely different than presenting face to face. Ensure your presenters are comfortable with the technology and properly rehearsed.

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Don't make it difficult for people to join – research providers that don't require your attendees to install anything on their computers.

Test your sound quality well in advance and always have a plan B such as a telephone conferencing line.

Always consider those who may not be able to attend on the day – record your online meetings, make them readily available and even consider using them as an additional revenue stream.

Tips and Benefits of Online Meetings

1. Digital Marketing Combined with Traditional Marketing

Online meetings with prospective clients and team members is a good idea to implement, along with digital marketing strategies combined with traditional marketing. While you can send emails or create educational videos to help your clients understand how to use your products, combining digital marketing with traditional advertising is a more powerful strategy.

For example, a traditional way of promoting brands is giving away freebies. Promotional items for business purposes include [conference bags](#) . Giving away these bags to employees, clients, and investors can be a practical gesture as they can use it to store their files, laptop, pens, notebooks, and other office items.

2. Safe and Healthy One-on-One Digital Interaction

Wearing a face mask tends to hide the nose and the mouth when a person is speaking. It's still best to talk face-to-face without wearing a mask. But this approach is not yet recommended personally, so digital communication is a safe and healthy alternative.

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With online video conferencing, you don't have to wear a face mask because you can stay at home, in your study room or anywhere convenient, and conduct an online meeting. In this way, you'll be able to see the presenter's facial expressions and understand what they're saying on screen.

3. Easy Access to Digital Channels

When it comes to an online meeting, you have the opportunity also to utilize various digital channels for presenting your ideas and reports. For instance, you can share files or documents using Google Docs or via Slack or Skype.

Just make sure to use trusted platforms to keep your files safe. Investing in a company software for such purposes is a good idea. All business transactions can also be processed online, from shopping or order processing to payments and logistics.

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Their fully supported collaboration solutions provide a leaner and greener alternative to business travel, allowing organisations to connect with anyone, anywhere in the world and in real time.

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