Creating the Best Conference Call Agenda
The organisation of a conference call must be considered carefully. Just because your guests are not in the room with you doesn't mean you can be disorganised about the conduct of your meeting. Usually one of the main reasons you decide to hold a meeting via conference call in the first place is to save time, so the agenda should be structured tightly and followed accordingly.

As with face-to-face meetings, agendas should be emailed out to participants prior to the meeting – usually 4-5 days before. This gives people enough time to make amendments and prepare necessary documents or questions.

Here are 3 key points to include in your agenda:

1) Structured outline
Conference calls can be tricky to manage, especially when there are lots of people involved on the call. The topic progression will be much easier if the agenda has a structured outline.

Indicate at the top what the order is and who is scheduled to speak at each point. This will help to keep people from talking over each other and from deviating away from the topic at hand. You may also consider using the MUTE function on your conference to help control the flow of conversation.

2) Introductions
Ensure that you include a detailed list of who is on the teleconference and their job title. This can be helpful prior to the conference call as people can share information prior to the meeting and make sure they have all the information they need. It also avoids long introductions on the call itself and saves time for more important business discussions.

3) Question time
If the teleconference is related to a product launch or contract deal, then it is vital to include time for questions and answers. Outline in the agenda whether questions can be asked after each topic or only at the end of the call.

A benefit of allocating adequate time for questions is that it allows participants to feel genuinely included in the meeting and take away some answers/actions from the conference. Increased engagement equals increased meeting success.