

AN INTRODUCTORY GUIDE TO

VIDEO CONFERENCING



Express
Virtual Meetings

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About this guide

Video conferencing can be a little daunting if you're not familiar with how it works. However, it's not hard to understand why it's such an important communication tool and why so many businesses are adopting it as a way of holding meetings with people all over the world whilst doing their bit to save the planet! It's the most cost-effective, productive and environmentally friendly way of communicating and collaborating and helps free up time in your day by reducing the need to travel to meetings. This guide explains the different types of video conferencing and how it can benefit your business.

Who is this guide for?

Are you tired of spending time and money travelling to different locations to meet up with your colleagues, clients or suppliers? Are you interested in saving your business both time and money while also saving the environment? Are you just curious about the different types of video conferencing and which type would best suit your needs and your budget? Is your current video conferencing solution not quite right?

If you answered yes to any of those questions, this guide is for you! We hope you find it helpful.



What is video conferencing?

Video conferencing allows you to communicate visually with people in different locations via your computer or from within a video enabled huddle room, large conference room or larger event space for special events.

There are two types of video conferencing solutions available.

Online video conferencing (also referred to as web conferencing) that needs no special equipment nor any software downloads. Just a computer, or a mobile device and an internet connection.

HD video room solutions are designed to work with an extensive range of sophisticated, high-end VC room systems or low cost hardware suitable for small huddle rooms or larger conference rooms without the need for investment in any video conferencing infrastructure (usually provided by a 3rd party supplier such as Express Virtual Meetings).





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and cost-effective
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What are the benefits of video conferencing?

Cost-effective:

Video conferencing is the most cost-effective method of hosting a meeting, especially if you need to communicate and collaborate face-to-face with people who are located in different parts of the country or the world.

If you were to host an in-person meeting with business associates from other states, or countries, you would need to arrange travel, accommodation, meals and a venue. This could cost thousands of dollars! Replace this with a video conference and you cut out all of those expenses.

Easy to use:

Video conferencing now is cloud based, either directly via the internet (online video conferencing), or via a 3rd party provider of video conferencing infrastructure and the supply of video endpoints and hardware. For general meetings it is an easy DIY, on demand solution. More complex video events may need the assistance of a professional managed video conferencing service such as Express Virtual Meetings.

Effective at increasing meeting attendance:

We all know how difficult it can be to have everyone attend a meeting on a date that suits everyone. It can often be much easier to get business associates to attend a video conference than an in-person meeting.

Because video conferencing removes the need for time-consuming travel, participants will be more likely to be able to fit your meeting into their busy schedules.

Saving the planet one conference at a time!

Video conferencing helps you reduce your carbon footprint in so many ways.



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Help save the planet, one
video conference at a time
by reducing your carbon
footprint in more ways
than one.

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Enjoy quality conferencing with Express.

If your business is interested in experiencing the cost-effectiveness and time-efficiency of video conferencing, don't hesitate to contact Express Virtual Meetings to set your business on the path to success.

Call +61 3 8687 0548

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Live chat via our website