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video

conferencing made easy



## Connect With Audiences All Over The World For Business Conferences

### Why Choose Video Conferencing?

When it comes down to business, video conferencing is truly the next best thing to 'being there'. If you are like many businesses today who have embraced the opportunity the Internet offers, you may have clients from diverse geographies.

Reasons to utilize video conferencing vary based upon the business structure, the geography of the market as well as how important it may be to demo a product.

### Questions To Ask:

**How important are meetings, to your business?** If most of the business you conduct may require interaction by various departments, video conferencing is a powerful way to connect individuals and promote teamwork. Even if the team is located within the same building, making presentations from the department can save time.

(more)

time  
well  
spent

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1 855 299-easy (3279)  
info@easymeeting.net

Easymeeting is a cloud based videoconferencing service that is easy to use, and without need to invest in complex infrastructure.

EasyConference is a cloud service that enables several video conferencing systems to connect to the same meeting. This means that we can see and hear multiple participants simultaneously, and we can share presentations in the same meeting. With EasyConference you can seamlessly connect to any videoconferencing system, Win/Mac and mobile devices. [Request a free trial.](#)

Today's global economy requires fast communications on a global basis



**Does your sales team offer presentations for prospective customers?** If it's not always a simple matter to connect with prospects, a video conference may be a solution. The prospect feels more in control and more likely to schedule the appointment if they can do so from their own offices.

**Would powerful video seminars enable you to demonstrate your expertise?** More to share their expertise. With video conferencing, the session can be taped and replayed for a future audience, making the video conference into a podcast or Webinar.

**Are travel costs a significant financial concern at your business?** If you have a team of associates with many local offices, it may be important to have 'face time'. Video conferencing is one way to connect quickly and minimize travel expenses.

**Are your employees productive?** One way to know that your associates are spending their time wisely is knowing whether their meetings are justified. With video-conferencing, the cost of getting people together is much more effective.

**Is there a need for internal training?** Where the expertise is concentrated in one area (such as headquarters), but the trainees are geographically dispersed. Having a two-way conversation through video conferencing is a very cost-effective solution for one-on-one or

## Video

### Conferencing Tips:

#### Best Practices For Successful Video Meetings

- 1. Have a relatively quiet place**  
Background noise can be distracting, so having a conference room or quiet area to make the call will help participants focus on the content without being distracted.
- 2. Schedule a convenient time**  
Taking time zones into consideration, it's important to find a time when all participants agree that they will be available.
- 3. Give 5 minutes for all to connect**  
Instead of scheduling the call on the hour, try scheduling it 5 minutes before the hour. Ironically, participants are more likely to be on time.
- 4. Share an agenda**  
A formal agenda helps to assure that all participants stay on topic. Assign tasks and be sure to disseminate the agenda and expectations before the meeting.
- 5. Have a predetermine end time**  
One of the worst things you can do in any meeting is have the session drone on and on. Have a clear delineation of start times, an agenda to cover, and a definite end time.

### Connecting Your World

Real time conferencing made easy.  
See for yourself...

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## Why B2B

### Conferencing:

With free services like Skype and Google+, why do I need a video conference service?

#### 1. Reliability

Ever been on a Skype call and the voice starts to warble? Services like EasyMeeting are reliable.

#### 2. Professionalism

Logging into Skype screams small budget operation. Look more professional using a professional level service.

#### 3. Stability

When you are involved in an important conference, the last thing you want is to lose the connection.

#### 4. Listing on Professional Network

EasyMeeting has a professional network of video conferencing connections, like a professional Vid Conference phone book.

#### 5. Professional equipment

Utilizing professional video conferencing equipment yields better and more professional results. To connect different types of equipment in a video conference requires an equipment agnostic provider, like easymeeting.

Travel is no longer necessary for face-to-face real time conferences for business.



### How Video Conferencing Makes Sense (and Cents!)

**1-Video Conferencing Cuts Travel Budgets:** Why sit on a plane, use an entire day, stay at a hotel etc... all for a 1-2 hr meeting when one can do it via the IPAD, IPHONE, MAC/PC, work station? While face to face meetings are important videoconferencing simply raises the bar in having adhoc, more productive meetings affording the user to be in Boston, New York and Tokyo at the same time without leaving their office.

**2-Video Conferencing Increases Productivity and Effectivity:** When used properly videoconferencing allows the users not only to be everywhere, but also affords the ability to share presentations and information, monitor the body language interpretation and more. Decisions can be made faster that positively affecting your business keeping you one step ahead of your competition, two if they have yet to adopt videoconferencing into their work environments. With global videoconferencing directories available such as that from easymeeting.net easymeeting search engine directory

**3-Return on Investment:** Based on average travel costs for the average user, videoconferencing can afford an immediate return on investment (ROI) after only one meeting completed by video conferencing. Add the productivity increases and competitive advantage and one can quickly turn a profit on their use of videoconferencing. New tools available to support this point are usage statistics that show how often systems are being utilized and by whom.

### More Reasons For Implementing Video Conferencing...

**4-Use of existing internet:** For most companies their existing internet access is enough to give an HD videoconference. For those not in this group a simple high speed internet line to less than \$99.00 a month can do the trick and make your IT teams (if you have) happy that you will not "affect" their networks. -Try it out 14 days

**5-Elimination of other communications costs...** from Web Conferencing licenses to Telephone/ ISDN lines and more... Videoconferencing replaces the need for those "ancient" tools. As Henry Ford once was quoted "if I asked my customer what I wanted they would have asked for a faster horse".

**6-Flexibility:** With the latest in services such as mobile videoconferencing via your IPAD, IPHONE, PC/MAC and more one does not need a conference room type solution. use your existing hardware technology and turn it into a superior quality videoconferencing system. Connect from your home office, office/work station or cafe and have a great meeting. For those that cannot attend a face to face meeting have them dial in to the meeting via their IPAD, IPHONE, MAC/PC etc...

### Ready To Upgrade?

Call or email us to learn more and enjoy professional B2B conferencing. Request a [FREE TRIAL](#)



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