

# 2013 Survey on the Obstacles to Effective Business Meetings

## 572 North American business leaders address topic

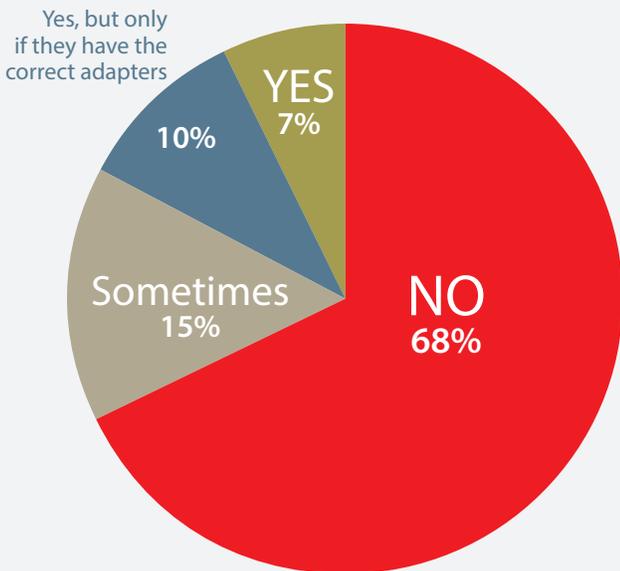
In many organizations, business meetings consume a considerable amount of time on an executive's calendar. While business leaders rely on and embrace certain technologies such as smartphones and tablets, many face challenges when it comes to technology in meeting rooms, according to the *2013 Survey on the Obstacles to Effective Business Meetings*.

The blind survey of 572 North American business leaders found that they face a myriad of challenges when using technology in meeting rooms – from having the right tools to collaborate with other meeting participants, to having the ability to share content from their preferred devices.

### Better Business Meetings in the BYOD Era

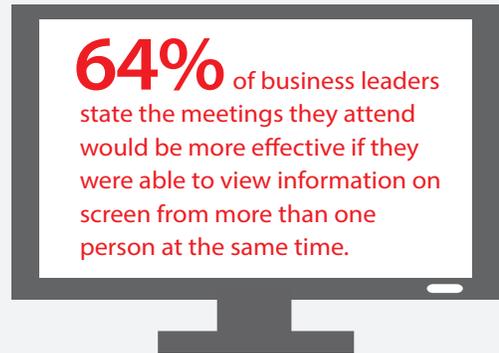
In a business environment where "Bring Your Own Device" or BYOD is becoming the norm, a vast majority of executives lack the technology to easily project content from a smartphone or tablet during a meeting.

When asked if they can easily project content from a smartphone or tablet during a meeting, executives responded:

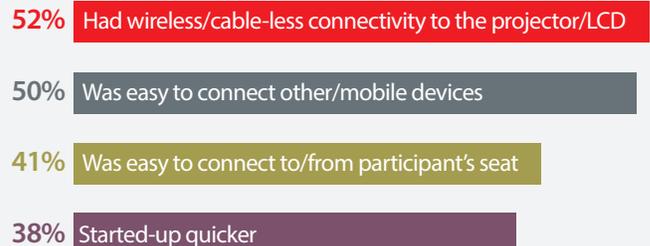


### Room for Technology

Productive meetings are more than having the right attendees and an effective meeting leader. **Two-thirds of business leaders** state having the right meeting room technology would make meetings more productive.



When thinking about their company's typical conference room presentation system, business leaders wished their company system...

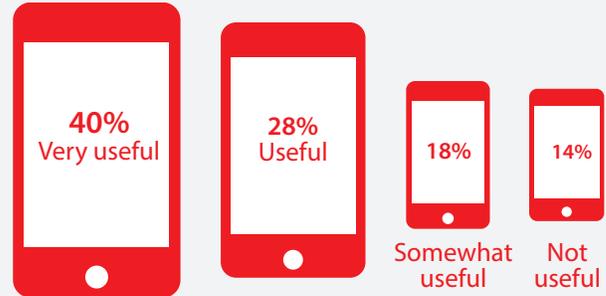


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## Left to Their Own Devices

Even with the proliferation of smartphones and tablets, 62 percent of business leaders do not have a company-issued smartphone and even fewer, 21 percent, have a company-issued tablet.

Still more than two-thirds of business leaders state the ability to *easily* project content from those devices in meetings would be useful.



## Meeting Challenges Persist

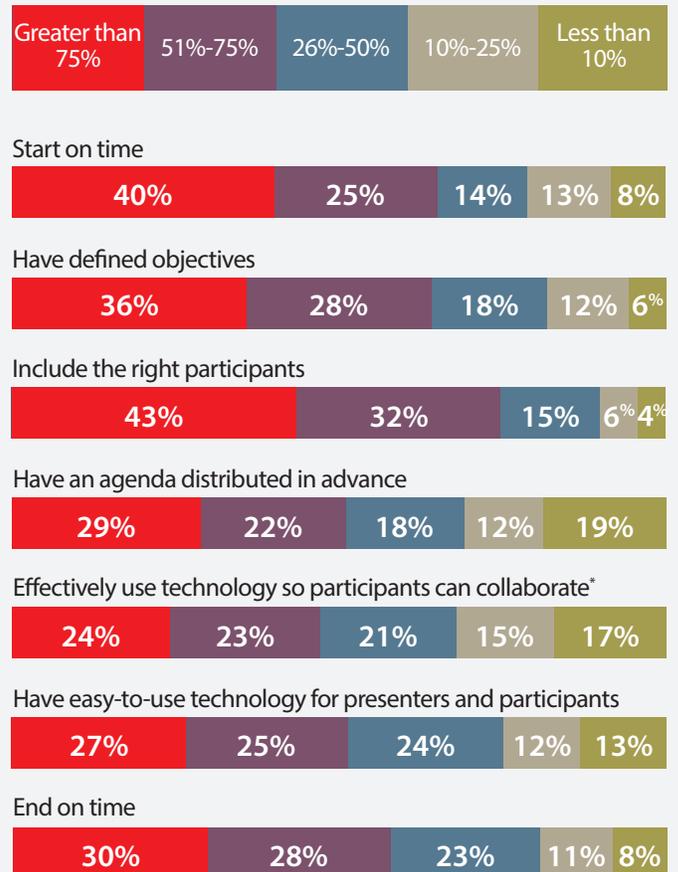
When thinking about the typical meetings they attend, respondents face a variety of challenges around participant engagement and technology, especially as it relates to sharing information or visuals. Business leaders rated the specific obstacles to holding a successful meeting accordingly:



## Ready. Set. Meet.

According to business leaders, while a majority of meetings start on time, fewer end on time and even less have easy-to-use technology for presenters and participants.

When thinking about the meetings they attend:



\* e.g. easily share visuals/information from different PCs or tablets during the meeting

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## The Key to Collaboration

Forty-three percent of business leaders state their company's use of technology in meetings has increased during the past 12 months. However, they still point to a variety of technologies that would make meetings more productive. These include:



**46%**  
Collaboration solutions that make it easy to share visuals/information



**41%**  
Meeting software in which participants enter comments and ideas



**39%**  
Video conferencing



**39%**  
Web-based virtual meeting tools



**27%**  
Teleconferencing



**19%**  
Voting tools

## TGIT

Everybody loves Fridays, but not when it comes to meetings. Almost 40 percent of executives responded that Tuesday meetings are the most effective.

Monday	Tuesday	Wednesday	Thursday	Friday
23%	39%	24%	11%	3%

## A League of Her OWN

Oprah Winfrey would do the best job at collaborating or engaging other participants during a business meeting when compared to other business executives, according to respondents. Microsoft's Bill Gates was a close second with Oracle's Larry Ellison finishing dead last.



**21% Oprah Winfrey**



**18% Bill Gates**



**15% Sir Richard Branson**



**14% Warren Buffet**



**13% Tim Cook**



**9% Mark Zuckerberg**



**8% Donald Trump**



**2% Larry Ellison**

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### Paper Still Has Its Place

Even in the digital era, a majority of executives (69 percent) use hard copies of presentations to share content in the meetings they attend. When asked to select all of the ways they are most likely to share content in typical meetings, here's how executives ranked them.



**69%**  
Hard copies of  
presentations



**60%**  
Laptop



**41%**  
Desktop Computer



**26%**  
Tablet



**23%**  
Smartphone

### About the 2013 Survey on the Obstacles to Effective Business Meetings

Barco commissioned a blind survey of North American business leaders in May 2013. Respondents to the online survey totaled 572 business leaders. Of that group, 40 percent were in executive management positions, nearly 28 percent were in operations and 10 percent were in sales roles. Company size ranged from less than \$200 million in revenue to more than \$3 billion, with 21 percent having more than 500 employees. Thirty-three percent of the respondents held the title of CEO, president, GM or principal within their organization, with another 22 percent holding the title of executive vice president, senior vice president or director. Industries represented included healthcare, retail, consulting, computer technology, financial services, and manufacturing. Survey results have been rounded.

### About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with more than 3,900 employees worldwide. Barco posted sales of 1.156 billion euro in 2012.

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