



ClickShare

Is everyone seen and heard?

All about
meeting equity

BARCO

Employees feel the burden of meeting inequality in the hybrid workplace

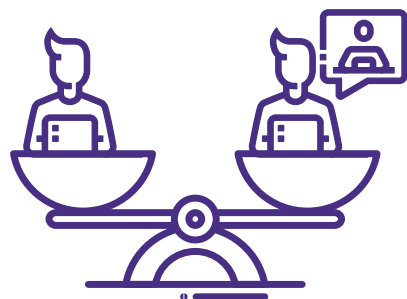


With hybrid work – a flexible corporate environment that enables employees to operate both remotely and in a physical office – now a permanent professional fixture, workers have come to expect new levels of flexibility. Especially remote employees now demand even more from their hybrid work experience – namely greater meeting equity, as they feel less engaged and less involved than on-site colleagues.

What is meeting equity exactly?

Simply defined, meeting equity ensures that remote employees receive the same level of engagement, collaboration and access to a meeting room experience as those who are physically seated around the table. **Meeting equity or meeting equality is a way to ensure more inclusive, engaged meetings.** It's making sure every participant feels valued and is on equal terms in a meeting, no matter who or where they are.

As the Barco ClickShare Hybrid Meeting Survey found, hybrid workers are growing more concerned about perceptions of an unequal and less productive meeting experience while apart from their colleagues, and many are going as far as to consider new opportunities at organizations where they believe they will be more included.



1 in 3 workers struggles to feel heard during hybrid meetings, amplifying calls for improved meeting inclusion



Why hybrid workers struggle with meeting equity?

In the new hybrid workplace meeting equity has become more than just a buzzword. Adding remote participants to a meeting, makes collaboration more complex and less intuitive. There's an actual, physical distance between participants in video meetings. They no longer sit together in the same space, there are virtual and physical walls separating them. Remote meeting participants can have a hard time to get a seat at the virtual, hybrid table.

After nearly two years of familiarity with remote and hybrid work, the Barco ClickShare Hybrid Meeting Survey found that **more than one-third (35 %) of workers still have trouble fully engaging during hybrid meetings.** A significant source of this disconnect comes from a perception

of oversight, as **28 % find it difficult to have their voices heard when joining hybrid meetings** from an offsite location. Twice as many remote hybrid participants (56 %) likewise feel that meeting leaders cater too heavily to those in a physical meeting space when conducting the conversation.

Functional issues arise like inability to follow side discussions, difficulties with picking up non-verbal cues and troubles to interact easily. **1 in 4 finds it difficult to speak up.** They want an equal share in video-enabled meetings, get access to the same tools and content to feel engaged and included. Balancing meeting equity, belonging and digital inclusion is therefore a prio for organizations that want to thrive in the new reality.

"While the majority of workers (80 %) prefer the hybrid model, 71 % still struggle with the frictions and technical challenges that come with hybrid engagement," said Lieven Bertier, Segment Marketing Director, Workplace at Barco. "Hybrid meetings have become the mainstay of professional collaboration, and this data spotlights an ideal opportunity for businesses to remove access barriers for remote participants and ensure that all employees feel they can perform their best from any location."



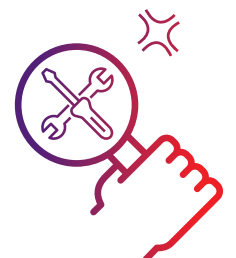
80%

of workers prefer hybrid working over full-time presence at the office



71%

find hybrid meetings stressful



7 in 10

are frustrated by recurring technical issues

How emotional and technical frustrations are causing inequity in hybrid meetings?

The ClickShare Hybrid Meeting Survey notes an urgency for businesses to refine their hybrid work and meeting equity strategies. With businesses feeling the impact of The Great Resignation, **hybrid technology and flexibility** are no longer are simply a means of operation, but rather a **differentiator in recruiting and retaining top talent**.



What are the most common challenges in hybrid meetings?

Collaboration and connection between employees are the glue of the company. And in a hybrid environment, these can be under very high pressure. Meeting equity has become more than just a buzzword. Adding remote participants to a meeting, makes collaboration more complex and less intuitive. It can be hard to get a seat at the virtual, hybrid table.



1 in 3
feels silenced in videocalls



61%
find it hard to get noticed



1 in 2
has technical issues with audio and/or video

Emotional challenges

Although most workers feel satisfied, socially involved and energized in hybrid meetings, some struggle with the following emotions.



1 in 3
finds it difficult to speak up as off-site participant



35%
have a hard time engaging with all people during hybrid meetings



60%
feel less connected to colleagues after a hybrid meeting



57%
feel distracted



1 in 2
feels like they can participate less when off-site

Functional concerns

Not being physically present in meetings can clearly have an impact on workers. They miss critical clues and parts of the conversation or have issues joining the virtual conversation.



63%
of remote participants are unable to follow side conversations



31%
can't read body languages or social cues



6 in 10
have troubles to grab the attention in the meeting



56%
say meeting leaders focus too heavily on those who are physically present in the meeting room



62%
can't hear people properly

Technical issues

Hybrid meetings heavily rely on technology to facilitate seamless collaboration. The quality of the connection, integration of different solutions and the complexity and user-friendliness of technology all play a role.



48%
wrestle with cables



58%
have issues with sharing content



1 in 2
has difficulties to connect to audio and video



54%
are faced with malfunctioning meeting room tech

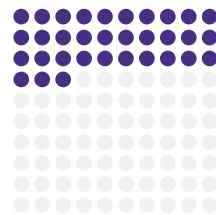


1 in 2
is confused by different setups in different meeting rooms



Nearly 3 in 4 workers

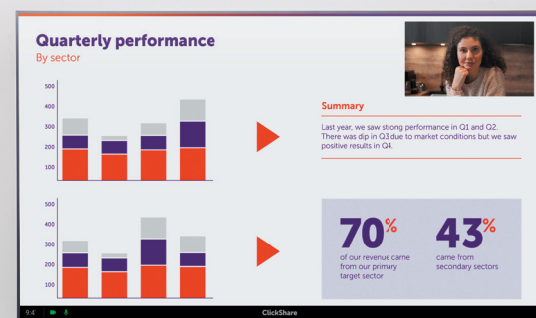
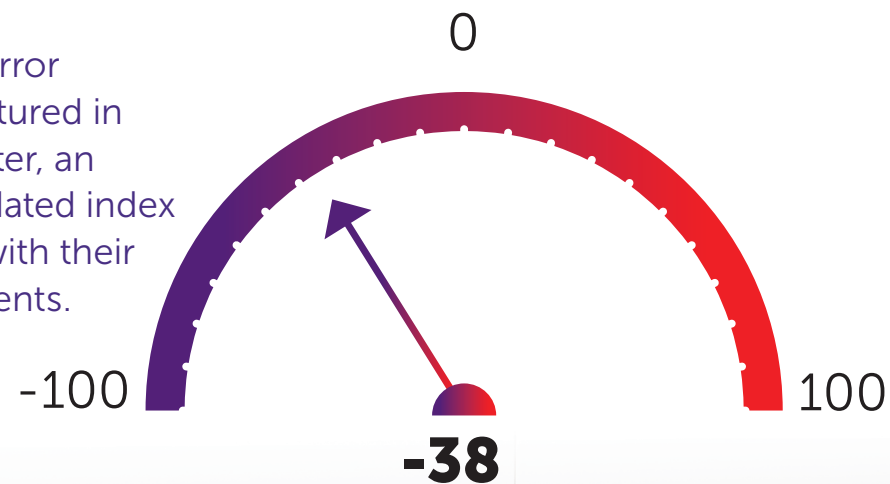
Nearly 71 % say they still struggle with joining and navigating hybrid meetings. However, these **emotional and technical frustrations now appear to have a greater impact on their professional satisfaction** and are potentially motivating them to explore new opportunities.



Nearly 1 in 3 workers

Nearly 30% say they will consider a job offer from another company with a well-defined hybrid policy, which includes clear guidelines and tools for successful and efficient hybrid meeting participation.

These frustrations also mirror the sentiments Barco captured in its latest Meeting Barometer, an ongoing, periodically-updated index of workers' satisfactions with their hybrid meeting environments.



Why investing in hybrid technology is investing into talent?

As employees' appetites for functional hybrid work continue to grow, working conditions now are just as important as salaries in attracting and retaining the best workers. For business leaders, successful hybrid work begins with establishing a formal policy – which 60 % of organizations still do not have – but also includes making investments that drive engagement and give employees the leverage and tools to work wherever and however they like.

Digital strategies and technology like meeting collaboration tools will only grow in importance as businesses develop and execute their hybrid working plans. Giving workers equal access to tech, content and conversation ultimately impacts the workforce's well-being, engagement and churn.



1 in 2

believes their employer could invest more in hybrid meetings

Discover how ClickShare can make
your hybrid meetings better

ClickShare

From the visualization experts

ClickShare Conference is the agnostic wireless room system that lets you run better hybrid meetings from your laptop, in any meeting space. No cables, no mess. Everyone is heard, everyone is seen, no matter where they are.

Walk in, connect automatically to room devices like cameras, mics, speakerphones, sound bars. Works with large selection of compatible solutions from global partners and brands. Host a meeting from your device, use any UC&C platform. Our secure, connected and cloud managed solution makes hybrid collaboration flow with only one click.

Barco is a global leader in professional visualization for Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions).

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