

# Embracing the hybrid workplace

Meeting, collaborating, communicating  
and inspiring in the new normal



**BARCO**





# The hybrid workplace is here

For many of us, the office has always been the center of our working lives. But something is changing. More office workers today are spending part of their time in the office and part working from home. Many of the disruptive workplace trends underway like digitization and automation technologies were only accelerated by the pandemic. It's clear we've moved into a hybrid workplace where the effect of technology on employee engagement and experience will be immensely.

Hybrid working will change the way we **meet, collaborate, engage** and **impress** our workforce, and **inspire** and **communicate** to crowds.



People prefer  
2 home office days  
a week in future

Finding a new balance, ClickShare research on hybrid working

74% of Gen-Z prefers either  
working from home or splitting time  
at home and work.

SalesForce Global Workforce Survey, June 2020

# Decision-makers are finding a new balance

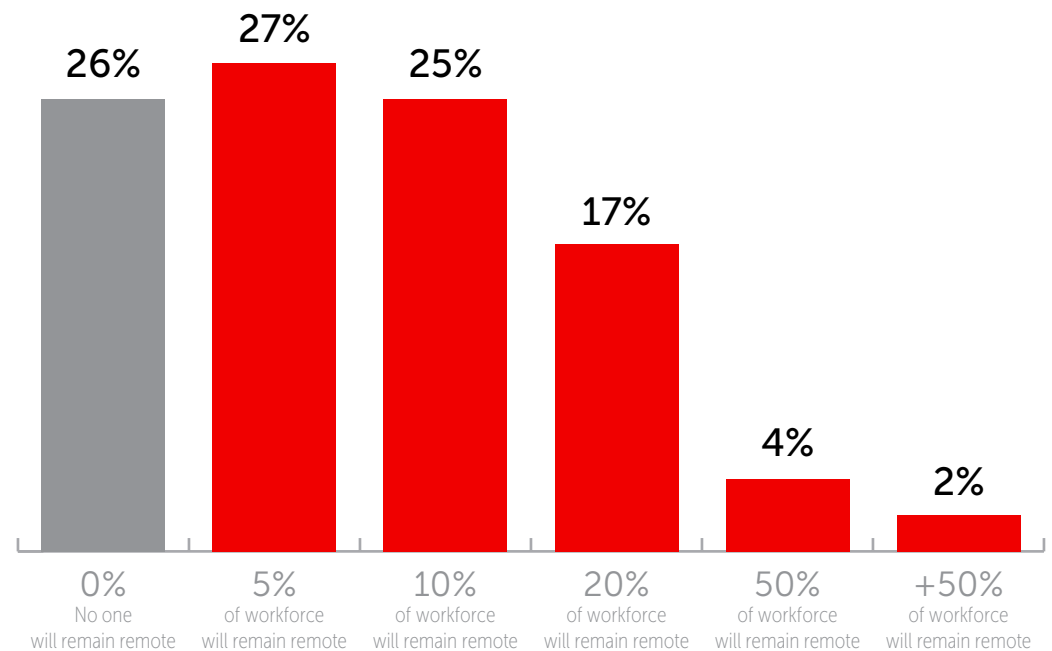
When COVID-19 struck the world early 2020, companies had to rethink the way they organize work. The numbers of people working remote rocketed sky-high and organizations started to equip workplaces for hybrid work. Within the next 3 to 12 months 70% of companies will be ready to support a mixed workmodel.

The hybrid way of working – home office combined with in-office working – may have budded long before COVID-19, but there is no question that the pandemic has fueled this trend even more.

## 74%

of companies plan to shift to more hybrid work post-COVID-19

What percentage of your workforce will remain remote post-COVID who where not remote before COVID?



# The office, but not as we know it

As much as we love working from home, **we love to be at the office** as well. We still need a common, physical space for social gathering, meeting and information sharing. We are social beings. Most people want to return to the office at some point and in some way.

Offices will open again, but they will be different. For starters, there will be rules and guidelines for social distance and hygiene. And there will be a mixed regime of in-house and home office workers.

Only 12% of U.S. workers want to work from home full-time. Most want to return to the workplace, but with critical changes.

Genster, U.S. Work From home Survey 2020

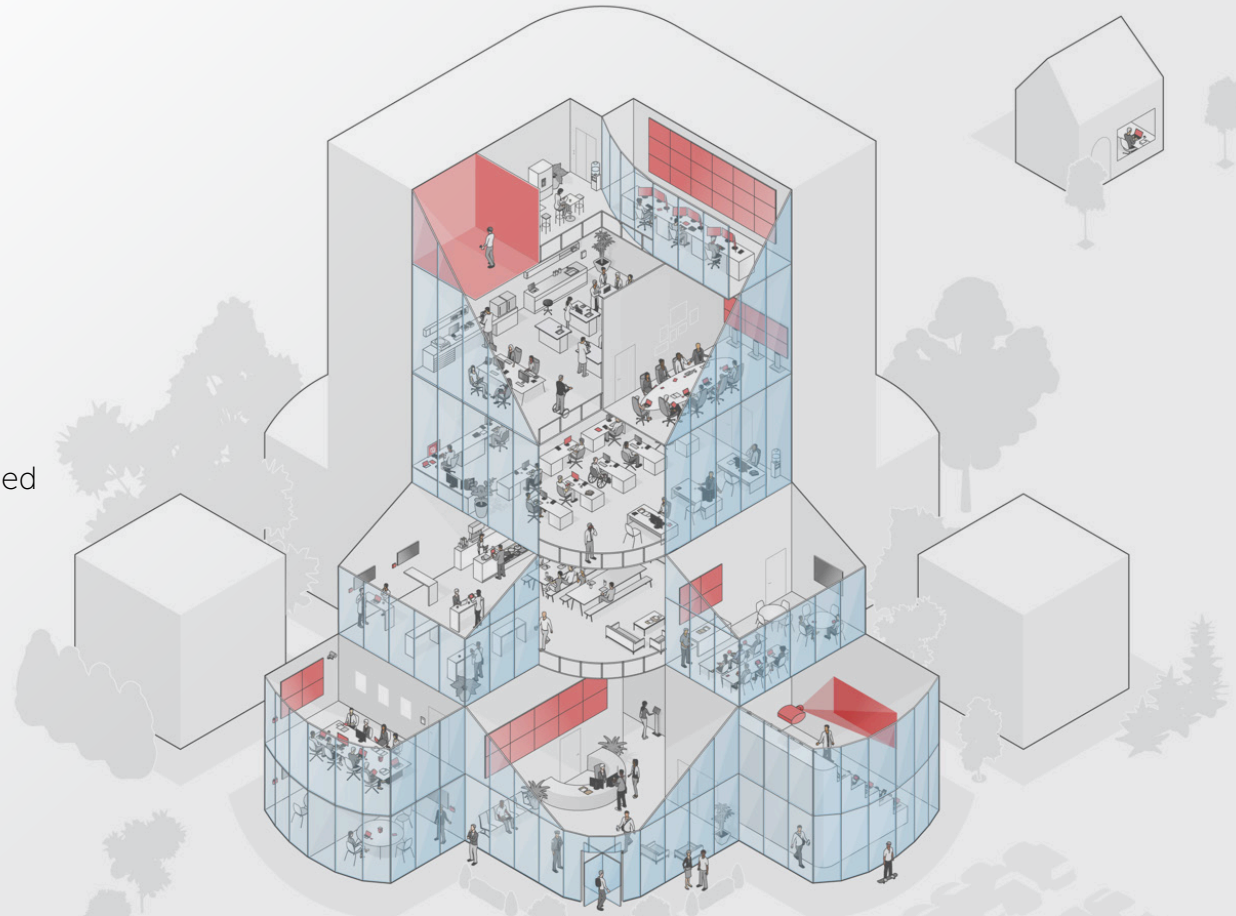




# We need to rethink the physical office

The lessons learned from the experience of working from home during a lockdown offer an unprecedented opportunity to rethink the physical workplace. The old ways won't work in the next normal.

## It's time to rethink



**... how we meet and collaborate**

How will we make sure that our hybrid workforce – in-house and home office workers – can meet, present and collaborate in the most effective way?

**... how we engage and impress visitors**

How can we win the hearts and minds of our visitors and employees walking through the lobby?

**... how we inspire and communicate with audiences**

How can we communicate to our in-house and remote workforce in the most engaging way? How can we inspire and make an impact on a global audience?

**... how we convince our customers and close deals**

How can we effectively educate customers, wow them with our products and close deals in a convincing way?



# 1. How we meet and collaborate

## Video conferencing is the new meeting

In the hybrid workplace, people still like to make a human connection. That's why face-to-face meetings won't go away. However, they are no longer the norm. Video conferencing will replace more and more face-to-face meetings. We will also have more hybrid meetings, with some people attending the meeting from the same location and other participants joining by web conference. The workplace will therefore need more video-enabled meeting rooms, so in-house employees can collaborate with home office and remote workers.



52% rise in meetings with remote recipients via conferencing technology.

FutureSource -  
Changing Workforce Technology Trends 2020

# 49%

says that collaborating remotely does not come naturally

# 62%

of future meetings will be hosted from a meeting room

Finding a new balance,  
ClickShare research on hybrid meeting 2020





## ClickShare Conference for better hybrid meetings!

Businesses must acknowledge the elevated role of the laptop, as it has become the primary solution that an employee uses to get his or her job done and is the new hub for the meeting room experience. At Barco, we have defined this as Bring Your Own Meeting (BYOM).

56% prefer to host  
videocalls from their laptop

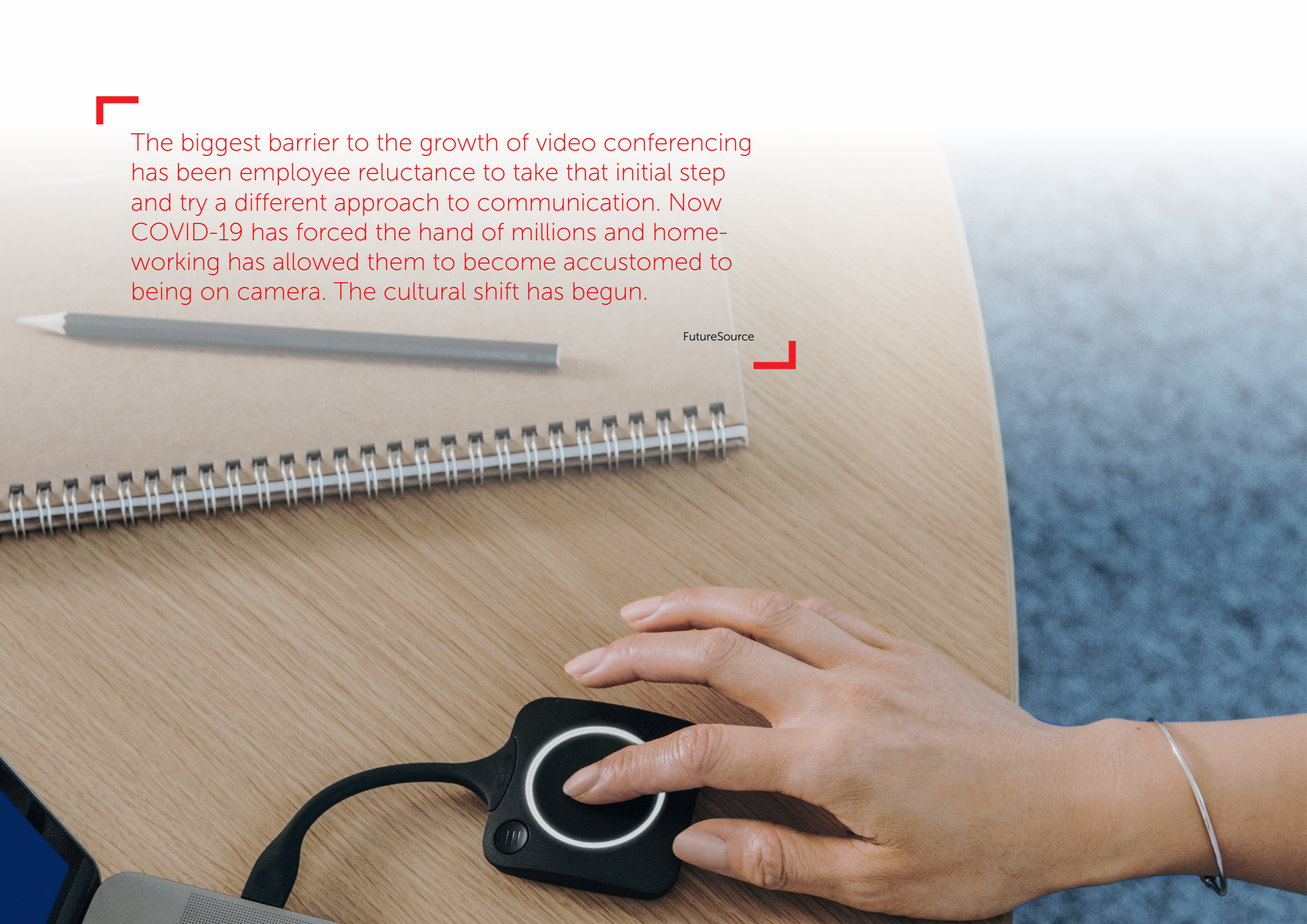
ClickShare research on hybrid meeting, 2020

With this laptop-first approach to video conferencing, meeting room users:

- Benefit from the convenience of their own laptop and video conferencing solution.
- Don't depend on the available (and often complex) meeting room technology.
- Can easily meet with co-workers, guests, partners or remote participants.
- Can start a meeting in seconds, with the least amount of cable hassle.





A close-up photograph of a person's hand using a black trackball mouse on a wooden desk. The hand is positioned over the mouse, with the index finger resting on the trackball. In the background, a spiral-bound notebook and a pencil are visible on the desk. The scene is brightly lit, suggesting an indoor office or workspace environment.

The biggest barrier to the growth of video conferencing has been employee reluctance to take that initial step and try a different approach to communication. Now COVID-19 has forced the hand of millions and home-working has allowed them to become accustomed to being on camera. The cultural shift has begun.

FutureSource



# 2 . How we engage and impress

## Engaging employees in challenging times

Organizations with capital need engaged employees to get through these challenging times. Now more than ever, business leaders need to make an **emotional connection** with their workforce and promote the **values** they stand for. At the same time, COVID-19 has made it even more important for organizations to address their employees' **basic needs of safety, stability, and well-being** when they are working at the office.

Bringing the right, **impactful message** to engage employees effectively is the challenge business leaders stand for today. In the wealth of communication tools that are available today (email, social media, messaging apps), it's easy to forget a platform that is ideal for connecting with employees working at the office: **the company lobby**.

Lobby messages are almost sure to be seen by employees, at least twice a day, or even more – because of lunch, short breaks or errands. That's why the lobby remains one of the most impactful platforms to communicate to employees with engaging messages.





## Winning the hearts and minds of visitors

Apart from your employees, think about who walks in and out of your office every day: prospects, clients, vendors, strategic partners and potential employees. Everyone that is vital to your organization. And yet, how much thought have you put into using your company's "front door" as a means of **engaging and impressing visitors?**

Because of the worldwide pandemic, business travel has been seriously reduced to the necessary minimum. That's why it's more important than ever to get your lobby messages across and to make a **lasting impact from the first visit.**





## The corporate lobby as a content hub

The lobby is taking a special position in the hybrid workplace. In an environment where employees and visitors are constantly coming and going, the corporate lobby becomes the essential content hub for disseminating engaging and informative messages.

Lobby communication used to focus mainly on company branding. Today, the lobby has a much wider purpose:

- Branding to external visitors
- Internal branding and communication on company values
- Functional COVID-19 communication to employees and visitors (social distancing, public area cleaning protocols, hygiene guidelines, floor traffic plans, mask availability, etc.)

brand visibility



## Make your lobby count

3 tips for making an impact on visitors

1. Bring clear messages that connect with your employees and visitors.
2. Use dynamic images.  
Static messages are often ignored as white noise.
3. Stimulate engagement and invite your visitors to interact with the lobby display through their smartphone (for example through QR codes).




# 3. How we inspire and communicate

## How will we inspire and communicate to large audiences in the new reality?

Organizing company events and reaching large audiences has turned into a true challenge nowadays. If at all, events can only be organized when strict social distancing and hygiene guidelines are followed. Travel bans have also made it more difficult to make an impact on a global audience.

And yet, the need to bring employees, customers or partners together is greater than ever.

- Inspiring and encouraging the **workforce** during tough times is crucial. Leaders and organizations need to instill trust, confidence and hope in their workforce.
- **Partners** and **employees** need to be upskilled through corporate training.
- Without an inspiring auditorium experience, organizations might miss the opportunity to wow and inspire **external visitors** and **customers**.



INSPIRE  
SOMEONE  
TODAY



## Rethinking the auditorium for maximum safety

Social distancing is not going away any time soon. In order to help people adhere to these critical safety guidelines and return to work in a healthy way, organizations have started to redesign their workplaces and office traffic plans.

In the same vein, auditoriums need to be rethought to reach large audiences in a safe way.

To make **social distancing** possible, spaces need to be freed between individual seats and as a result, **seating availability** is **reduced** at the time of the event.

The use of **digital aspects** will complement the auditorium experience. This will increase the reach substantially as attendees (and speakers) from all over the world can join the event experience.





## Auditorium communication becomes hybrid

Even with reduced seat occupancy, the corporate auditorium remains a crucial platform to inspire and communicate to employees, partners and other visitors. Just like the office workplace, the auditorium will become a hybrid environment, with both a physical venue and a remote component.

To reach a global audience without being physically present, the auditorium content can be broadcasted all over the globe. Vice versa, remote speakers can be streamed over IP to the auditorium audience.



### 3 rules of thumb to create inspiring auditorium content

1. Bring an inspiring message.
2. Wow your audience with stunning images.
3. Make your content shareable to a remote, global audience.



# 3. How we convince and close

## **Why companies should still invest in experience and demo centers today**

Until recently, most sales people still considered a face-to-face visit as the ultimate way to meet with customers. Deals sealed with a handshake used to be the norm.

However, the buyer's journey has become more and more digital today. Leads are created online. First encounters are made via video calls. Demo's and meetings take place virtually. So, when you actually get the chance to meet face-to-face with customers, it's got to be spot on. Your product only gets one chance to make a first impression.





## The hybrid sales process

However, no matter how convenient an online customer meeting may be, physical meetings are unlikely to go away. In today's **hybrid sales process**, a large part of the customer journey is taking place online, but face-to-face sales still play an important role.

This is especially true for **product demonstrations**. Although you can showcase your product or service in an online call or video, it offers little opportunity for interaction. In product demonstrations, nothing beats feeling and using the actual product.

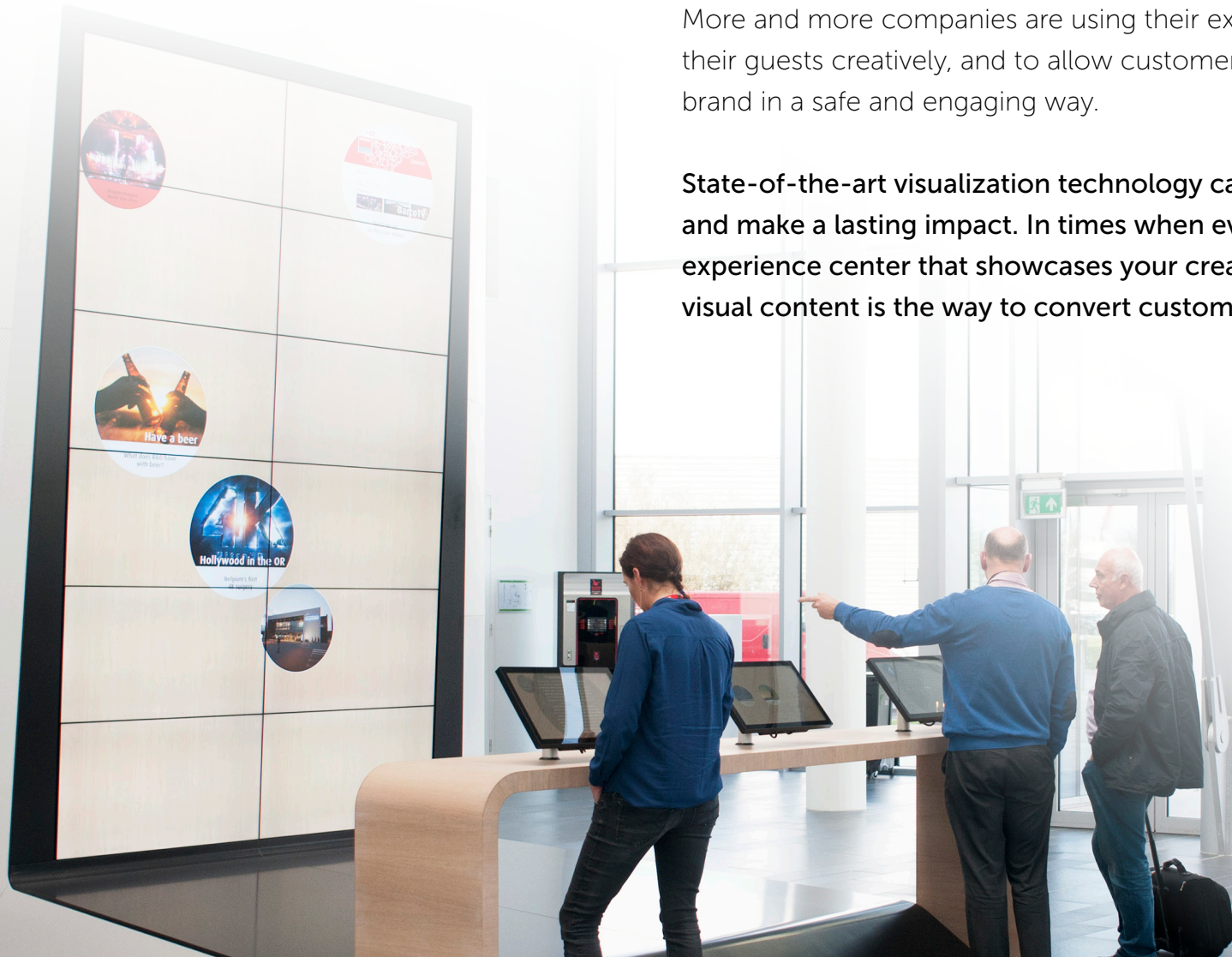




In times when large events are canceled and the opportunity to travel is diminishing, it is more important than ever to offer the customer an unforgettable brand experience from the first time they visit your site. The **experience center** or demonstration area is the ultimate place to do that.

More and more companies are using their experience centers to educate and entertain their guests creatively, and to allow customers and prospects to interact with their brand in a safe and engaging way.

**State-of-the-art visualization technology can let a product shine in safe environment and make a lasting impact. In times when every minute of face-time counts, an experience center that showcases your creativity and professionalism with stunning visual content is the way to convert customers.**





# Get ready for the hybrid workplace

## **Meet and collaborate with your hybrid workforce**

Barco's top-notch wireless meeting room solutions and visualization solutions bring secure, interactive and flexible experiences in all your meeting spaces.

## **Engage and impress people visiting your company**

Impress visitors with visuals that stand out. Barco's visualization and display solutions will empower your strong corporate branding and deliver a wow experience in your lobby or experience center.

## **Inspire and communicate with global audiences in a safe way**

Barco's visualization, collaboration and screen management solutions help you captivate your audience's attention, increase interaction and create those exceptional moments that will last.

## **Convince customers and close deals with stunning visual storytelling**

Barco's visualization and processing portfolio enable you to let your products shine in inspiring and engaging customer journeys.



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).