

ClickShare

Making sure everyone is seen and heard

Facts & figures on meeting equity



BARCO

Employees feel the burden of meeting inequality in the hybrid workplace



Recent ClickShare research shows that 55% of employees worldwide are in a hybrid working pattern, switching days at home with days in the office. While we all see the value of remote working, keeping the connection between in-office and remote workers is hard. People often don't feel part of the conversation.

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 inequal 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 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.

While the majority of workers (80 %) prefer the hybrid model, 71 % still struggle with the frictions and technical challenges that come with hybrid engagement.

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 and digital inclusion is therefore a prio for organizations that want to thrive in the new reality.



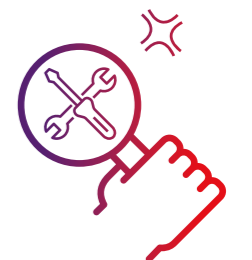
80%

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 can emotional and technical frustrations cause meeting inequity?



What are the most common challenges in hybrid meetings?

70% of communication is related to body language and facial expressions. Especially those non-verbal expressions are difficult to capture in hybrid meetings. That's why 60% of workers believe that hybrid meetings are less effective. Making sure everyone can see people (and their non-verbal cues) equally good as content is crucial. It's requested by 65% of employees.

Collaboration and connection between employees are the glue of the company. And in a hybrid environment, these can be under very high pressure.



1 in 3
feels silenced
in videocalls



61%
find it hard
to get noticed



60%
think hybrid meetings
are less effective



65%
want to see both people
and content in the room

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
want to see both
people and content
in the room



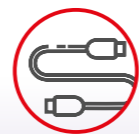
56%
say meeting leaders
focus too heavily
on those who are
physically present
in the meeting room



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



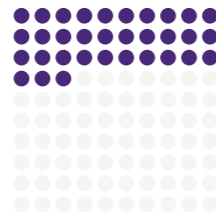
1 in 2
is confused by different
setups in different
meeting rooms

There is 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 simply a means of operation, but rather a differentiator in recruiting and retaining top talent.



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.



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 meeting collaboration tools will only grow in importance as businesses develop their hybrid working plans. Giving workers equal access to tech, content and conversation ultimately impacts the workforce's well-being, engagement and churn. Technology is key in bringing more meeting equality and in giving both people and content an equal role in the meeting room.



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).

M00000-R0-0322-PB | Last updated: March 2023

© 2022 Barco nv. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Due to continued innovation, information and technical specifications are subject to change without prior notice. Please check www.barco.com for the latest specifications.