

NET CONFERENCING:

**An interesting way to visually enhance
your meetings & training sessions
using tools at your fingertips...**

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Thursday September 22, 2005**



Agenda:

- Communication Challenges Today
- Review Travel Costs vs. E-Meeting Benefits
- Net Conferencing Overview:
 - What is Net Conferencing?
 - Types of Net Conferences
 - Who Uses it?
 - Why Use it?
- Hosting a Successful Net Conference
- How it's being used by CDC today
- A bit about the Technology
- Future scenario

Communication Challenges we face today:

- The need to communicate more effectively, quickly, and efficiently
- The need to communicate globally as organizations become more geographically dispersed
- The ability to grow your technology as organizations are embracing the web as a productivity-enabler
- The need to do more in less time with less resources
- The pressure to control travel and entertainment costs

Travel Costs vs. E-meeting Benefits

*Why conferencing usage growth exceeded 46% in 2002**

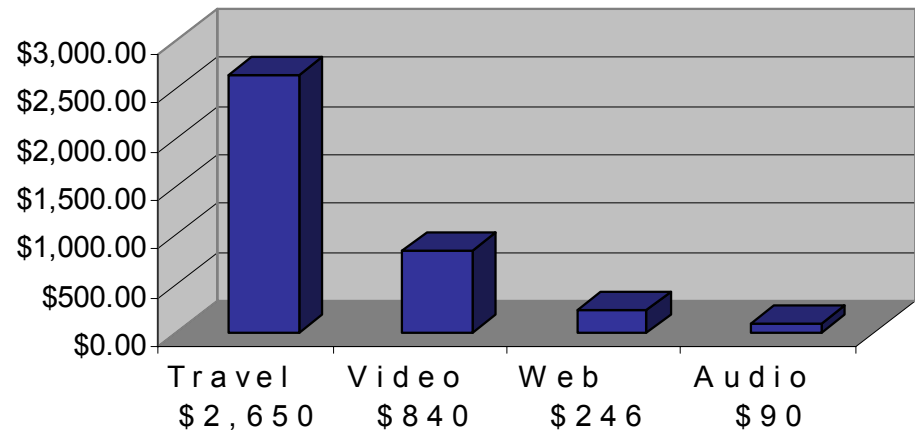
Travel Costs

- ✓ Airfare, lodging, meals
- ✓ Wasted time in transit
- ✓ Productivity loss
- ✓ Time constraint stress

E-meeting Benefits

- Make decisions faster
- Maximize productivity
- Reduce company costs
- Expand reach to employees & customers

Average cost for 2/hr Meeting
with 5 Participants



*Telespan Publishing Corp, Volume 22, Number 28



What is Net Conferencing?

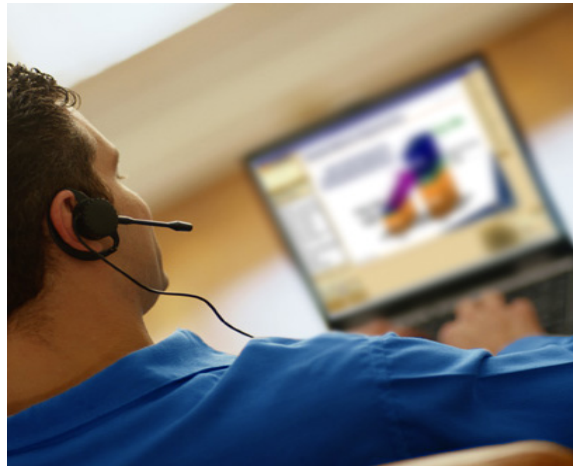
- Web-based application that allows a host of a meeting to share documents, applications and web sites real time.
- Addition to a typical audio-only or video conference designed to enhance the meeting experience and engage the audience.
- Net Conferencing enables you to reach participants around the world simultaneously bringing real-time collaboration to every employee
 - improve meeting effectiveness and efficiency
 - connect remote users at any location at any time
 - cut departmental travel expenses



Add a Visual Component to your meeting...



Basic
Audio-only
Meeting...



A Net Conference fits
In between...attend or
Host a net conference
From anywhere...



Video requires
Special network,
Equipment & personnel...



Two Different Types of Net Conferences:

Large, high-profile events requiring support throughout the call...

Reserved Net Conference

- Full-time support:
 - Net Specialist
 - Meeting Manager
 - Technical Support
- Planned for a specific day/time
- Combinable with Premier Audio conferencing features
- e-Scheduling:
 - Outlook® integration

On-the-fly meeting with “ready to go” meeting information...

Instant Net Conference

- Convenience:
 - Always available
- Re-usable meeting numbers and password:
 - Update-able passwords
- Easy meeting invitations
- 24x7 help desk

Who uses Net Conferencing?

Public Health Marketing Programs

- Lower program costs
- Generate more interest
- Wider reach of public
- Faster than ever before

General Meetings for all Groups

- Reduce travel costs
- Increase productivity
- Improve effectiveness of communications

Scientists/Health Care Providers

- Conduct better research
- Improve communication with field
- Share information faster

Training/Education In any Setting

- Reduce program costs
- Reach more learners
- Roll out training faster
- Increase satisfaction

Businesses Need to Rapidly and Effectively Communicate



Why Use Net Conferencing?

- *Increase information retention* by providing real-time color visuals.
- *Maintain control* over the meeting, but pass control to participants when necessary.
- *Encourage interactivity* with built in tools.
- *Save money* with less required travel and meeting preparation.
- *Improve overall training program effectiveness.*
- *Increase productivity, make decisions faster, provide better information.*



Why Use Net Conferencing?

Meetings

- Team collaboration on projects (large or small groups)
- Information updates
- Problem solving
- Routine communications and networking
- Demonstrations

Presentations

- Information dissemination ($\leq 3,000$ attendees)
- Persuasion (*marketing*)
- Entertainment (*motivate, encourage action*)

Training

- New information learners must be able to use
- Tasks which learners must perform



How do you Net Conference?

■ To Host:

- Need a PC with Internet connectivity and a separate telephone.
- Schedule your event with MCI or subscribe to a Net Conference account.
- Coordinate your content – plan your meeting.
- Show up at planned time, log in and run meeting.
- Encourage interactivity with audience as you like.

■ To Participate:

- Need a PC with Internet connectivity and a separate telephone.
- Receive invitation to participate in conference from Host
- Show up at planned time, log in to meeting and follow along, participating when encouraged.



Hosting a Successful Net Conference: Beforehand

- Determine whether a Net Conference is the right medium for you.
- Assemble and adequately prepare your team.
- Decide on whether or not you want the event archived and for how long.
- Assess your audience.
- Determine if you will have registration for the event and how you will handle it.
- Prepare event marketing and associated materials if necessary.
- Develop your content and include interactivity if you can.
- Plan for an evaluation of your event.
- Rehearse if possible: this gives you the ability to **focus on your content, and not on the medium.**



Is Net Conferencing the Right Solution for You?

Evaluate the advantages and disadvantages

Advantages:

- Cut travel costs
- Real time — everyone on the same page at the same time
- Can reach $\leq 3,000$ participants
- No need to leave your workstation — available resource materials
- Takes less time
- Available to more participants



Is Net Conferencing the Right Solution for You?

Evaluate the advantages and disadvantages

Disadvantages:

- Preparation time — takes practice to use effectively
- Cannot see how participants are reacting during conference
- Harder to know learning styles of individual participants (audio/visual/kinesthetic)
- Possibility of technical incompatibilities and glitches

Hosting a Successful Net Conference: During

- Event reminder sent?
- Use visually appealing slide presentation...follow rules of creating presentations.
- Prepare any applications/websites you plan to share/show.
- Log-in information posted?
- Start intro loop slides 15 – 30 minutes early
- Pace yourself
- Include a Q & A section, Polling questions and annotations to encourage interactivity
- Include an Evaluation
- Include Closing slides

Hosting a Successful Net Conference: After

- Let participants know about event archive
- E-mail follow-up materials
- Team review – lessons learned
- Review evaluations
- Plan your next Net Conference event!



Applications at CDC...

General Staff Meetings:

- ATSDR
- NCID, Division of Quarantine

Status/Implementation- Coordination Meetings:

- ITSO



Training:

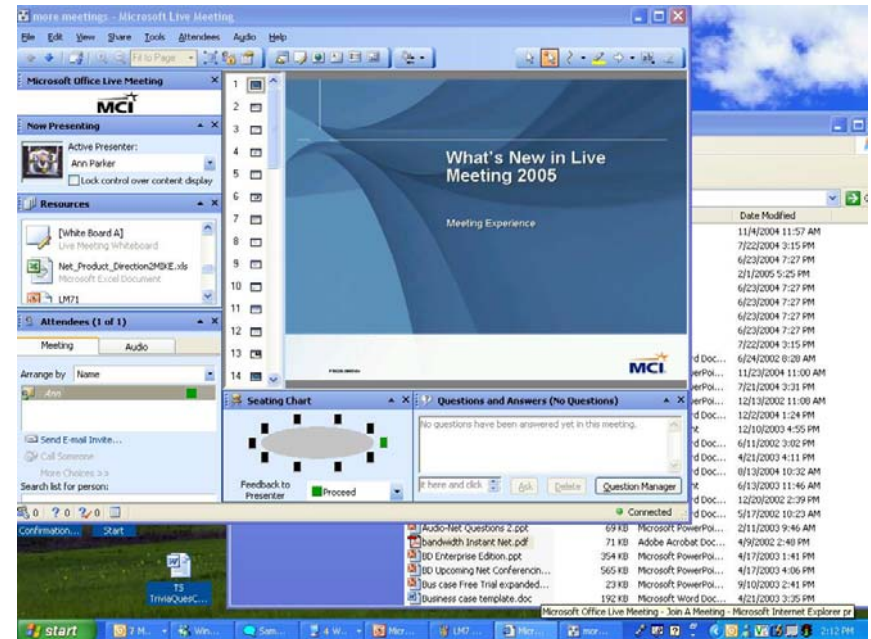
- EpiX
- IRMO-MACCS
- ATSDR: HAZDAT Training
- NCEH: Newborn Screening Training
- NLTN: Various Training Applications

Agency-Wide/Public Health Announcements:

- NIP: Flu Vaccine shortages
- NCEH: Clinical Chem Branch
- OD: Dr. Gerberding/Dr. Raubb:
Strengthen Emergency Preparedness
Strategies

Microsoft Live Meeting 2005



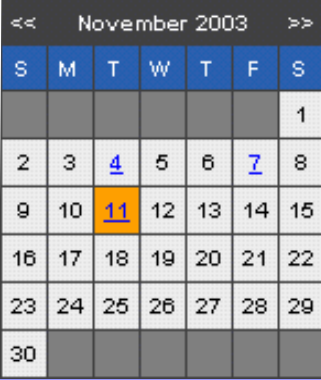

- Share presentations, documents, web sites, applications.
- Pass control to audience members at any time.
- Create invitations & include audio conference.
- Upload any printable document, not just PPT files.
- Easy Drag & Drop feature to upload files.
- Supports slideshow builds/PPT animations, which increase interest.
- Elevate any attendee to presenter.
- Lock control over content display.
- Lock the meeting for additional security.
- Include embedded audio/video clips.



- Make and store recordings of Net conferences for archival purposes and review later.
- Insert whiteboard & annotations.
- Chat & manage Q&A via Net Conference.



Net Conferencing: The End-to-End Meeting Solution

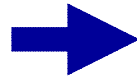
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| <p>Single logon for meeting host; instantly launch meeting and send e-mail invites</p> | <p>Attendees log on via one web address</p> | <p>Up to 1,000 (or more if requested) can join to view presentations and participate in polls and Q&A</p> <p><i>*Reserved Net conferences only</i></p> | <p>Attendee details (participant list) available immediately following the call</p> | <p>Net Replay recording available upon request</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Schedule Now</p> <ul style="list-style-type: none"> ▶ Create Instant Meeting ▶ Create Instant Net Conference ▶ Quick e-Scheduling ▶ Complete e-Scheduling ▶ Credit Card Scheduling |  |  |  <table border="1"> <thead> <tr> <th colspan="7">November 2003</th> </tr> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> </tr> <tr> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> </tr> <tr> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> </tr> <tr> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> </tr> <tr> <td>30</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> | November 2003 | | | | | | | S | M | T | W | T | F | S | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | | | |  |
| November 2003 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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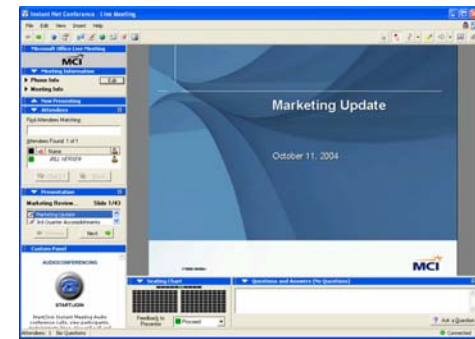
Future Scenario...



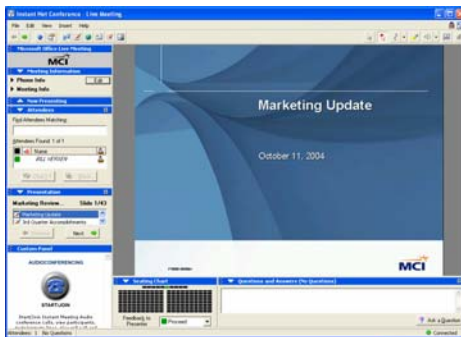
You just learned of an Outbreak of Small pox In your area...



Click icon on IM client to locate participants and initiate conference



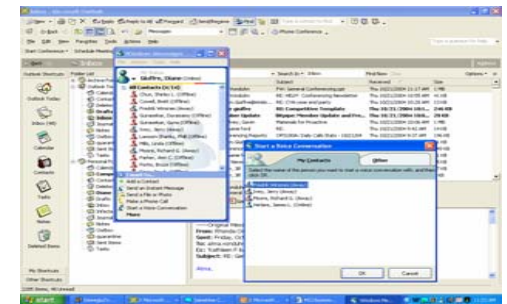
In seconds, four of five Health care officials join the conference



You record the conference and documents you shared



Click icon on IM client to store document in project library for revisions



Missing attendees receive message with recorded meeting content location

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The Centers for Disease Control can initiate and manage their own net conferencing events via a contract negotiated by **CDC/ITSO** and **MCI**. Some presentation content provided by CDC/OWCD.

