

## Correct Careers Coaching - Video Conference Meetings



### The effect of technology on human perception!

As technology continues to advance; innovation is upon us for having meetings over video conferencing channels.

How does a video conference impact the perception of a customer/client?

Zoom and other video conference are progressively becoming a favourable form of communication due to a global network of family, friends and peers.

Within the professional community, video conference provides the accessibility to build and develop business relationships, as well as a useful tool for other areas like recruitment.

It used to be rare to confirm a deal based solely on a video conference, but times are changing.

What is the impact of using video conferencing for pitch meetings?

### Sense perception to consider during a video conference meeting:

Vision:

Video conference meetings provide the accessibility to have a visual meeting unlike telephone calls, providing the benefits of building rapport via body language and visual interaction.

More than any other sense, visual processing uses about one quarter of the human brain, where vision has an important function for retaining information within the working memory.

Hearing/Sound:

Although video conference meetings include vision; it relies heavily on hearing and listening skills. It is important to be aware how using technology can impact on the human senses, and how to counteract the obstacles that arise like sound distractions.

‘Even low-intensity sounds can have a detrimental effect on cognitive performance’ (Jones, Hughes, Marsh & Macken 2008).

### Weaknesses of video conference meetings:

Customer/client:

- It might not be possible for the customer/client to have a true subjective interpretation with you, as the both parties are separated by technology, impacting on the

interpersonal communication, perception and reality that face-to-face meetings provide.

You:

- You don't always have the opportunity to experience the true business environment (company surroundings, employees, etc.) during video conference meetings compared to face-to-face interactions that are usually conducted at the company's office.
- You might also become complacent by having the luxury of attending the video conference meeting from your own home that come with various distractions.

Customer/client and you:

- Video conference meetings can be considerably shorter than face-to-face meetings. Although this could be a benefit, e.g. cost-effective, it might not provide a richer experience for both parties to experience each other's natural personality and capabilities that reflect both of your businesses. Just like email communication, video conference meetings could lead to misinterpretation of perception.

### **The benefits of video conference meetings:**

Customer/client:

- Video conference meetings reduce the time it takes to arrange and attending a meeting, which helps with decreasing the pressure of multi-tasking workload. As well as the conveniences to compare between companies of choice.

You:

- Video conference meetings provide you to attend this meeting within your chosen surroundings helping you to feel more relaxed, enabling the customer/client to perceive an authentic representation you during a business meeting.

Customer/client and You:

- Video conference meetings are cost-effective (up to 90% less expensive compared to face-to-face meetings) for both parties saving on travel expenses and resources required for a meeting, room facilities, etc.
- Video conference meetings could help reduce the timescales during the meeting/buying process, due to the different locations and busy diaries not being an issue.

### **Top 10 Tips for businesses building relationships during video conference meetings:**

1. Be aware of your video conference username, email address and profile picture (it might be judged by the customer/client, if this information is not suitable).
2. Preparation (be available on video conference 10-15 minutes before the arranged meeting time, in case of technical issues or delays).
3. Check surroundings: room lighting, what the video conference camera can view in the room apart from you and the room's potential noise levels (Research suggests noise distracts cognitive performance, don't let a noisy environment hinder your communication!).
4. Dress smart (Your appearance will be assessed just as much as face-to-face meeting, maybe even more).
5. Positive body language and facial expressions (This is very important during a video conference meeting to continuously engage and build rapport with the customer/client).
6. Listening and communication (silence will have a negative impact, especially during a video conference meeting; provide timely responses to the customer/client when appropriate; there might be a time lag between the internet connection and the video conference camera. Nodding your head and smiling might not always be enough).
7. Have a copy of your 'pitch' material, company information, and prompts near you (better to have a physical copy rather than your computer distracting you from the video conference meeting. Also, the customer/client won't be able to see all your research and will be impressed by how prepared you are. Although be conscious not to glance your eyes too much away from the video conference camera).
8. Enthusiasm (the video conference meeting might be your only chance to impress the customer/client; apply various techniques to demonstrate your interest regarding the customer/client's business).
9. Video conference/internet technical issues (learn how to use video conference and how to recover from technical issues with the internet, be honest with the customer/client if a technical issue occurs during the video conference meeting).
10. Practice, practice, practice (colleagues, family and friends are a valuable resource to diminish any nerves you have about meetings over video conference).