

Why we need to go hybrid



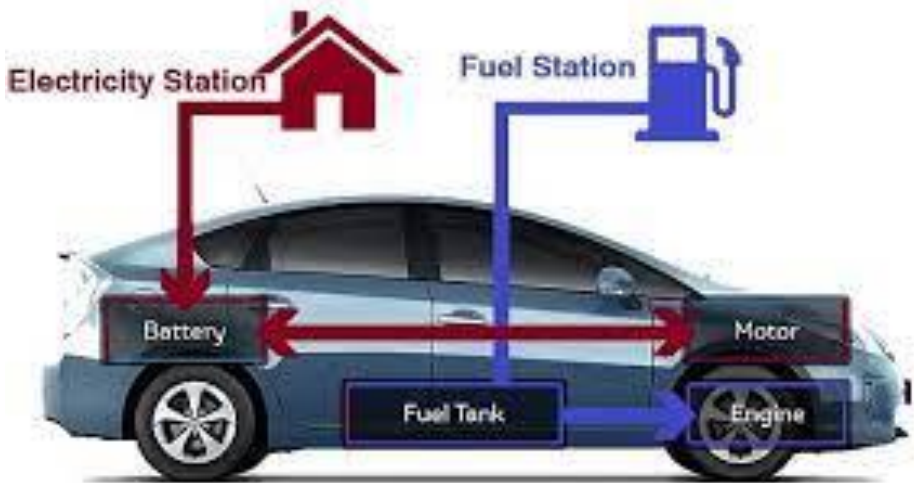


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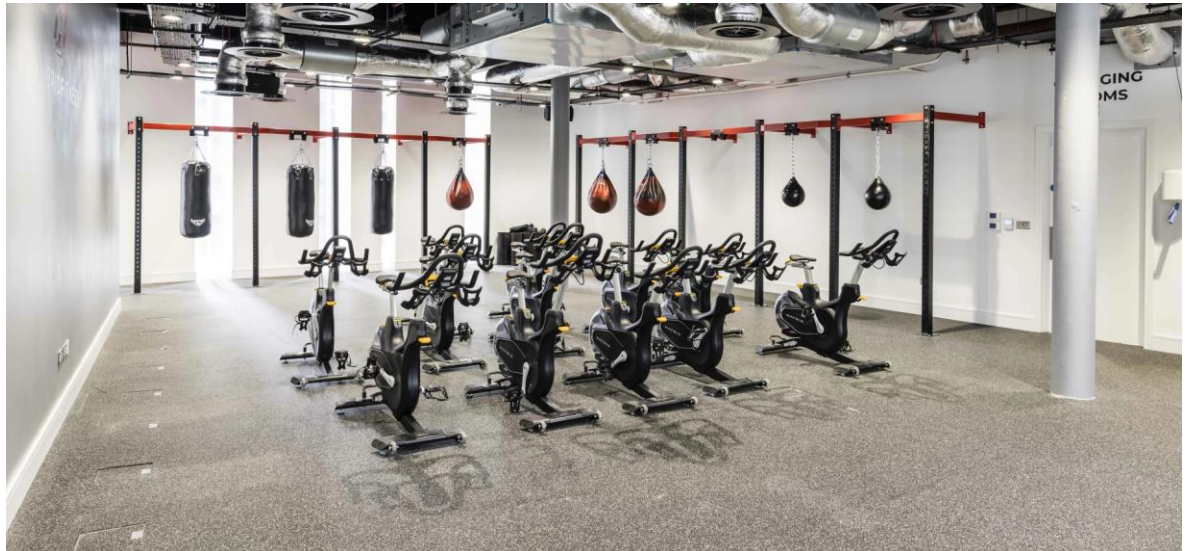
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Hybrid fitness gym unveiled at 'landmark' Canary Wharf development



Pre-Covid



1. Meetings were held face to face
2. **Remote meetings** used **video conference kit**. They were fixed 'office to office' and involved expensive equipment, fixed telecoms and usually some pricey licenses. People travelled to VC locations.
3. VC **rarely** had easy solutions for outside participants or remote working to join
4. However there was a growing use of browser based software to allow **online only** remote webinars and meetings pre-lockdown.

Pandemic changed meetings



- 👍 Zoom & MS Teams (+ other products) changed our approach to meetings.
- 👍 The equipment became accessible – laptops & tablets, even phones had camera & microphone.
- 👍 We stopped traveling 7 hour round trips for a meeting.
- 👍 Events were cheaper, quicker to arrange and deliver.
- However, we lost those not digital connected or confident.
- We lost benefits of face to face meetings; non-verbal references, human connection, non-meeting discussions.

Online or In Person?

- A major US tech firm has a policy of “One Zoom, All Zoom.”
- That is, if meeting is called ‘in person’ but one person can’t join in person, then all participants switch to “remote” in the sense that everyone stays in their work space/office / home offices, and meet using Zoom, Teams, etc., so that all are attending in the same way.
- You lose the benefits of being together in-person,

The Hybrid challenge

Put simply.... some people want to return to face to face meetings, others do not.

Equally its not economic financially or environmentally to always travel to face to face events.

Question 1 : How do we accommodate both technically in one meeting/event/workshop etc where **all participants** are engaged, all voices heard and respected.

Question 2: How do you make that accessible to all.
ie technology, costs, support and user experience?

Harvard Business Review



- McKinsey suggests 90% of organizations will adopt a mix of remote and on-site work post Covid. This brings a dramatic change in how we meet - hybrid mix of in-person attendees and remote participants
- No going back to the world of “squawk boxes” on the conference room table, with those on the phone straining to hear, being “talked over” when trying to speak, or guessing what’s on that PowerPoint slide on a screen that only their colleagues in the room can see.
- Satya Nadella, Microsoft’s CEO recently put it, **“We want to ensure those joining remotely are always first-class participants.”**
- Hybrid meetings are more complex than meeting in-person or virtually. They are easy to do poorly and hard to do well — remote participants are only one slip-up away from losing that first-class status.


Hybrid working = hybrid meetings

- The future of meetings is hybrid. Cisco Research predicts 98% of meetings will include a remote participant.
- In hybrid, some people will be together, and others remote, it will be even more important to **level the playing field** for everyone to ensure equality and ensure voices are heard.
- Organizations that use this technology to drive inclusive experiences and nurture the best ideas will have an incredible advantage

Key for TPAS Cymru

There is a set up cost to getting it right.
Not economic for everyone to have this setup – we need community connectors, shared work space and hubs to be the facilitators of this





**Just as we learned how to run
great virtual meetings over this
past year,
we now need to learn how to
conduct great hybrid meetings.**



Benefits of hybrid



- ✓ Bring in expertise remotely in a cost effective way for organisation and individual.
- ✓ Allows people to live remotely, but still take a key part of decision making
- ✓ Conferences, training – more people can attend where travel would not be economic.
- ✓ People can participate where barriers exist like physical or cognitive disabilities
- ✓ Brings in a wider range of skills
- ✓ Doesn't exclude those with low digital skills.



Is this what good looks like technically?

(please try to ignore the terrible equality balance of this US stock photo!)



Community & tenant meetings may look more like this – some in the room, some on TEAMS/Zoom/Google etc.
SMEs/3rd sector organisations will want to operate like this



Nice stock picture.
Unclear where the camera
and mic are for online
people to engage with
room people.
Suspect its just people in a
room observing an online
meeting !



This looks better
you can see and
interact with the
remote participants





Cardiff Community Housing Association

2,865 followers

20m • 🌐

Great to have so many colleagues attending Modules 1 and 2 of Carbon Literacy training today. Expertly led by our very own Rhys. Today was all about climate change, carbon footprints and the urgency to act now. Modules 3 and 4 next week! [#COP26](#) [#climatechange](#) [#training](#) [#cop26glasgow](#)



Experience to date.....



1) I went to a school governor meeting advertised a 'hybrid'.

Most attendees were 'in room'. A teacher had their laptop with Teams remote attendees on her laptop. When you wanted to speak in room, you put your hand up, and teacher brought laptop to you so remote participants could listen to you. When someone wanted to reply they had to wait until teacher brought laptop to them. Teacher was going back and forth to the Chair.

If 'remote' wanted to speak they spoke to the teacher who relayed to room. Took 3.5 hours for a 1.5 hour meeting.

2) I went in person to an meeting advertised at hybrid. In reality it was traditional 'in room' meeting with a certain angle live streamed into Zoom for remote people. As an in room participant, I had no idea who was remote,, who they were, never heard their voices or views.

3) Attended remotely some meetings, that had majority online plus some people in room. People in room were too far away from camera to see them, but sound was ok.

Who has the power?



We are all trying to learn as we go along, but my experiences to date did not show effective 'equal power' relationships hybrid meetings

First 2 were weighted in favour of 'in room' attendees
3rd example the power was with the remote attendees.



4 initial factors for success

(whatever the tech solution)

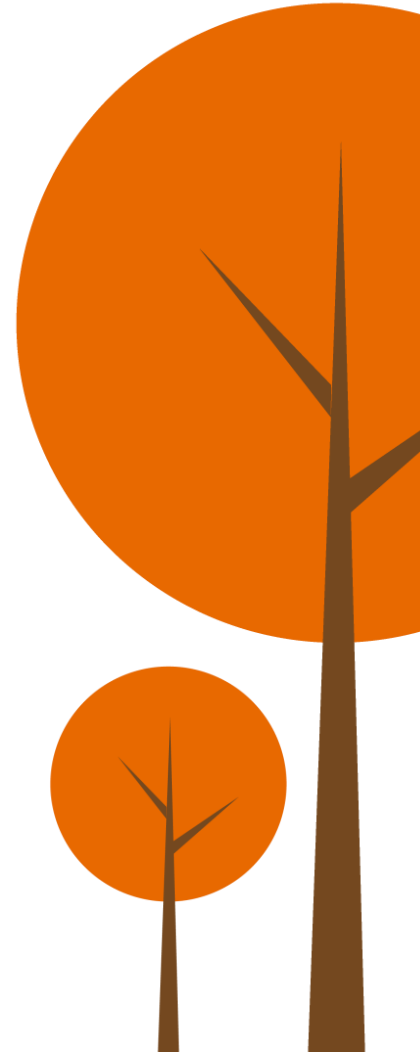
If you are remote/at home

1. People remotely must be able **hear** the people in the room (ie good, well positioned meeting microphone)
2. People remotely can **see** the people in the room (good adjustable/wider angle camera in meeting room)

If you are in the room

1. People in room must see the remote participants (good close up TV display unit)
2. People in room can hear the remote participants (good speaker unit)

There are other factors like whiteboards/breakout rooms etc. but these 4 must be fulfilled first and always through meeting



Question 1 Can it be done at DIY level for a small room?



Can it be done by simply a good table microphone, speaker and large display unit connecting to Zoom or Teams?

YES AND NO!

- COULD WORK FOR A SMALL ROOM GROUP OF UNDER 4 BUT NEED A DECENT DISPLAY AND WIDER CAMERA





Size of DIY determined by

- 1) quality and position of the camera
- 2) Quality and position of the room microphone



Get the screen up close so you can see the remote attendees

+ they can see you

Community enablers



Question 2

Do we need community enablers like housing associations, community hubs, share office spaces, libraries etc to invest in this? **YES!**

Its not just the room set up...

1. It's the access to the facilities– means evenings for voluntary groups.
2. Booking /set up remotely without coming in? joining instructions etc
3. Support – from my past experience, corporate VC solutions were forever needing experienced in-house tech support – need to avoid this. The joy of 'online' remote Zoom/Teams was that anyone could set up, and facilitate a meeting



Options already live 'Zooms Rooms'



Zoom has a product for the hybrid world
– in room participants can see and respect online participants etc



Conference Room Connector

Starting at \$49 per month

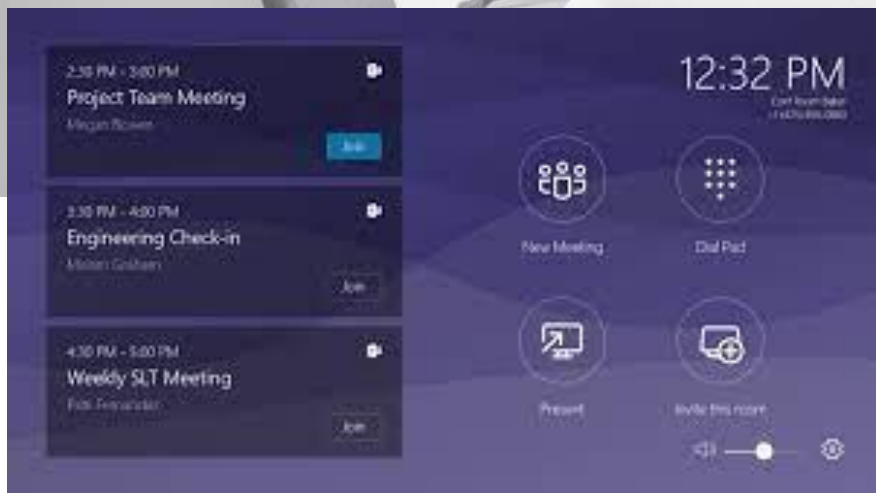
- ✓ Connect your H.323/SIP systems with desktop, tablet, mobile devices, Zoom Rooms and other H.323/SIP endpoints
- ✓ Works with many legacy endpoints including Polycom, Cisco, Lifesize and others
- ✓ Cloud-based or on-premise (VM) room connector

[Learn More](#)

What about MS Teams?



They are pitching 'MS Teams **Rooms**'. Similar set up – need a good large display unit and then a hardware set up; Microphone, wide camera and control unit



Still need equipment and additional Zoom/Teams license



Logitech Rally Bar Appliance

All-In-One Video Bar for Midsize Rooms



Poly Studio X30 Video Bar

All-in-one video bar with the Zoom Rooms experience built-in for huddle rooms and smaller workspaces



Neat Board

A complete Zoom-in-One 65" collaboration device that enables video, content sharing, annotations, and whiteboarding.



Yealink MeetingBar A30

All-in-one video collaboration bar designed in a dual-camera system with an AI-powered camera, ideal for medium space meetings

Our IT partner OrbitsIT (Barry) have installed hybrid kit in a number of clients now, including OFCOM. They believe Logitech kit is best at moment and 'Rally' is best for room of max 8-10 people



Logitech Rally kit
- quality camera,
2 table
microphones, 2
speakers, and the
black boxes that
bring it together,

£3k to get a set up excluding the display unit.

Might need to decide if going Zoom or TEAMS depending on the kit



Logitech Small Room Solution



Product description

Logitech Room Solutions for Zoom include everything you need to build out conference rooms with one or two displays. Logitech Small Room Solution for Zoom Rooms - Includes MeetUp conference cam, Tap touch controller, and mini PC with mount and cable retention.

This small room solution from Logitech, features the Logitech Meetup, designed as the perfect all-in-one video conferencing solution. Engineered for small spaces like a huddle room, it has a wide angle point of view and the ability to zoom and autofocus (with the built-in PTZ small format camera).

Not only does this camera have a great lens, it also is designed with integrated audio (speakers and mics) - and to make sure you everyone covered so you don't miss a word, we've included the



MS Teams claims



- They are claiming they have a smart camera which pan to the person speaking in the room to assist people on online have a more in room experience.
- Claiming the unit can detect who is speaking in the room and name them? – again very useful for knowing who is speaking
- Again needs extra licenses and kit –microphone, screens and speakers
- Struggled to find costs of kit on their website

The future: Zoom Rooms Smart Gallery



For remote attendees to have improved face-to-face communication, Zoom Rooms Smart Gallery will use AI to create a gallery-view of in-room participants.



Back to an earlier
question



**CAN YOU DO THIS YOURSELF DIY
STYLE ?**

WITHOUT THE FANCY KIT?



DIY notes from Youtube videos


- A good microphone and speaker is the foundation. Calisto 7200 Bluetooth speaker and microphone about £150. We have a £70 Blue Yeti podcaster mic which would support a smaller meeting
- Camera – your laptop camera is not enough + its fixed so usually pointing in the wrong direction. Even an external webcam is not going to be enough. Mount an wider external camera on a tripod so it can be moved to the best angle to see the in room participants.
- Need to show the remote people on the biggest, closest display unit you have. If you haven't got a nice digital screen, we could use a projector with pop up screen next to your meeting table

Your laptop will need to plug into multiple devices or bluetooth into all 3 of the above

Cheap Wider angle cams: 120 degree



prime



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Amazon have cheap wider angle cameras but really only going to work with 2-4 people max.

Users complain there is a fish bowl distortion.

Mic not brilliant on many reviews.

Not likely to be a good solution

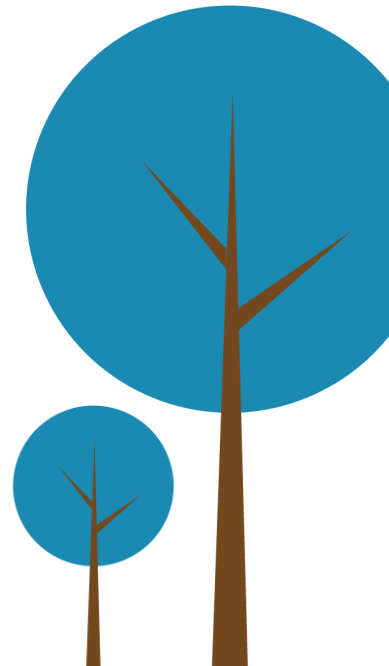
Reviews on Best meeting room cameras

	Editor's Choice	Budget Choice	
Logitech MeetUp HD Video and Audio Conferencing System for...	Meeting Owl Pro - 360-Degree, 1080p HD Smart Video...	1080P Webcam with Microphone, eMeet C960 Web Camera, 2 Mics...	Logitech PTZ PRO 2 Video Camera for Conference Rooms, HD...
			
\$629.99	\$999.00	\$28.89	\$489.99
-			

What to look for when buying a webcam for larger spaces?

- Not all webcams are suitable for all applications.
For example, if you want a webcam for exercise classes, it has to have superior features that allow you and your audience to connect in the best way possible to see the physical movements and help them follow your instructions seamlessly.
- It doesn't require a very wide-angle option as you most probably will be doing pushups or jumping jacks in the same location.

Meeting rooms, on the other hand, need a wide-angle range to capture everyone in this room.



Can kit be moveable?



If did invest in kit, what about moving proper kit around with you?
Could you move camera, microphone, control panel.


However would need

- 1) to have a good mobile, adjustable mount for the camera, long cables and extension etc. Confident on the broadband/wifi etc
- 2) Can't carry around a 55" flat screen – would need that in host venue
- 3) Orbits had a client ask for this, but later found their local hotel meeting rooms had invested the kit.



Hybrid Meeting tips



A yellow pushpin is pinned to the top center of a piece of lined paper.

**Is This Meeting
Really
Necessary?**

Asynchronous Communication

= communication which happens 'out of sync' or in other words; not in real-time

Prepare and input in own time
eg Teams, Slack, What's App
etc



Hybrid meetings are a new skill.



- ✓ Collect input from stakeholders before the meeting
- ✓ Ensure inclusive experience, to make all voices heard. ie documents in advance, agendas, test sound and camera inc position etc.
- ✓ Chairing is key to avoid 2 meetings/conversations going on.
- ✓ Get post meeting feedback for continuous improvement
- ✓ Note: Slido found out that 42% of workers have left a meeting without saying what was on their minds.

Survey everyone about their experiences

1. **Up your audio game** (being heard + hearing others trumps everything else).
2. **Explore a technology boost** (wider angle, more intelligent camera, big adjustable screen etc)
3. **Make remote participants full sized** (tests show the larger the remote attendee in the room the more likely they will be treated as equal)



Continued



4. Consider the experience from the remote participant perspective.
(late handouts? can use flip charts but need to know what you are doing)
5. **Design meetings for all attendees** (consider in advance the likely experience of each – online voting is not going to work, but a individual Doopoll type poll would)
6. **Meeting facilitation** – Chair might need facilitation support to monitor for hands up, questions in chat etc
7. Give each **remote participant an in-room “avatar.”** to remind everyone in room who is online. Plus rename people’s screen name to assist



Continued

8. **Use Producers.** Have someone in the role of “producer” in the physical room, and for larger meetings, another that is remote. Knows the kit, considering others. Ensure that these producers are aligned on all expectations and individual responsibilities for how the meeting will run.
9. **Enable chat.** Make sure the chat functionality is turned on for those who are remote. Having a chat backchannel is the best way to keep virtual attendees engaged,
10. **Equalize the Q&A.** Alternate questions from the two audiences



Continued

11. **Display the in-room leaders/presenters.** Avoid displaying an audience looking at a disembodied voice off camera.
12. **Raise your audio game.** Video in a meeting is powerful, but it isn't as crucial as having good audio. Just as you wouldn't hold an in-person meeting with someone jackhammering in the room, the same consideration applies to ensuring that the audio remote participants hear is clear and strong. Encourage remote attendees to unmute their microphones and ask questions directly
13. **Survey everyone about their experiences**



Ensuring equality



- Don't start in-person conversations before the meeting starts (or remote participants have joined) or continue conversations after they have left.
- Ensure everyone has an equal voice, don't just default to people you can see or those in the meeting room- don't just bring remote people in at the end.
- Clear rules: Use functions like chat or hand-raising for all and explain how questions or comments will be answered at the beginning. Make sure remote participants can contribute throughout.
- Ensure support for the Chair or Facilitator



Avoiding Audio Echo



- Multiple speakers or camera in one meeting can cause issues as you get multiple microphones
- Need to disconnect/disable any unwanted audio feeds – mute is not enough





You matter | Ti'n cyfri

Extra slides in case we go in that direction

Creative home set ups for
remote working

**Working from home is hard to stay for long time.
We're starting to look at our home set up for remote working**



Often looks like this – makeshift desk and distractions



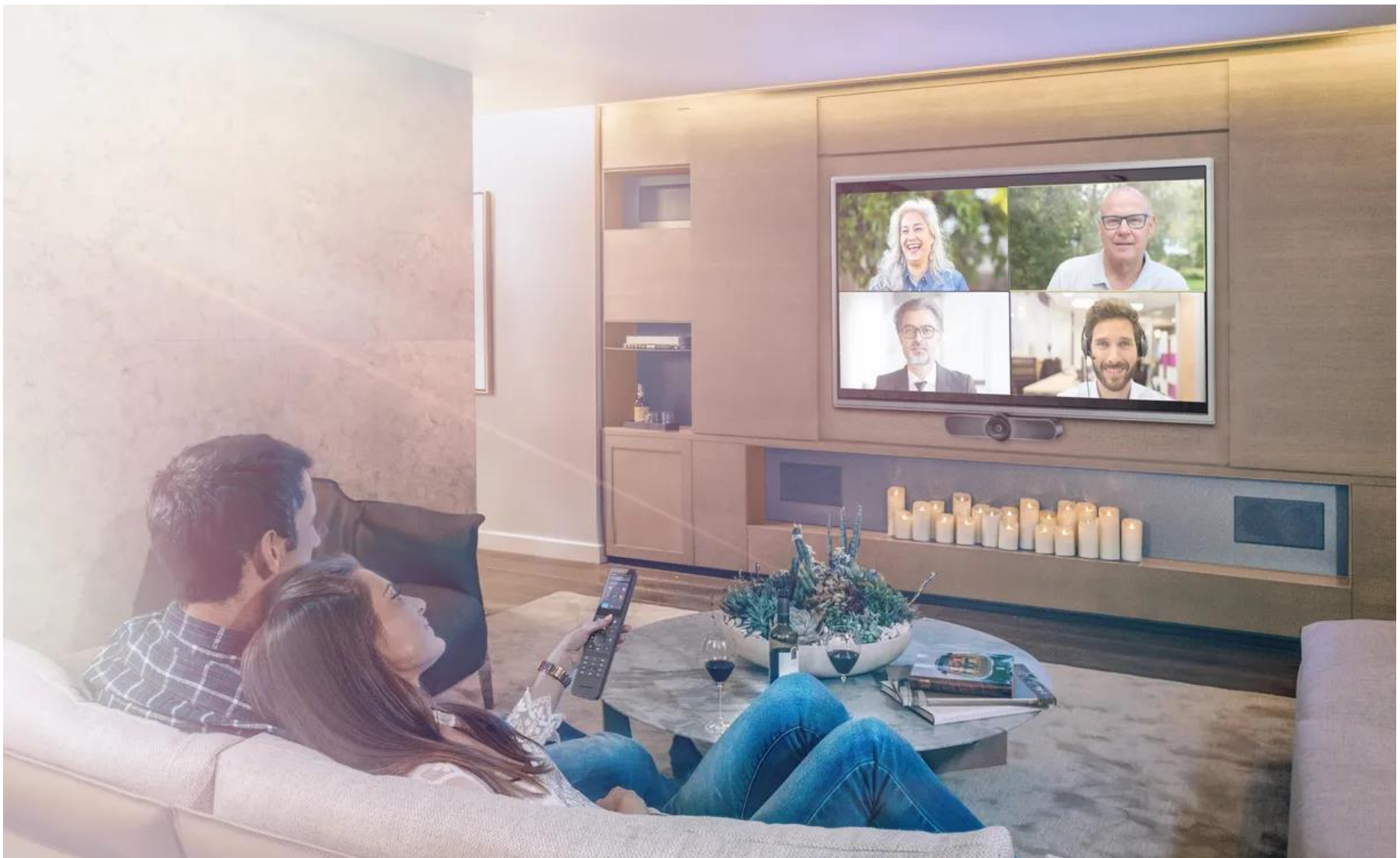
We have all experienced this : Huddled over a laptop with poor posture



Next phase of home working is linking up TV and participating in a more relaxed setting for **some** meetings

Not suitable when looking at shared documents, spreadsheets.

However some meetings are more personal, conversation, ideas etc and this set up could enable getting off poor posture home office and onto the sofa for a while.



Looking at trends. I have a highflying friend in London. His office kitted their Execs out (early in lockdown) with fancy smart TV, camera, microphone and controller rig to enable their Exec levels to take meetings in a more relaxed setting, as well as at a home desk set up.

Can real people do this?

Need either :



Option 1

1. Zoom or Teams app installed into your Smart TV and logged into your account
2. Going to need a 3rd party camera & microphone installed that is good enough to see and hear you close up when you are approx. 10ft away on your sofa

Option 2

Plug laptop into TV and do screen mirroring onto the TV. Need to position the laptop camera or your external webcam so people can see you and hear you.

Screen mirroring can be done by casting to Cast device or by direct cables as extra monitor. However casting can causes delays and glitches.

Option 3 is expensive – proper Zoom or Team Rooms kit , just like an office meeting room