

Why we need to go hybrid





David Wilton
Chief Executive
TPAS Cymru

@Dai_TpasCymru
Twitter, LinkedIn etc
drw@tpas.cymru

www.tpas.cymru



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 remote webinars and online 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.

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?

Havard 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.



**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.**



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



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](#)



4 initial factors for success

(whatever the tech solution)

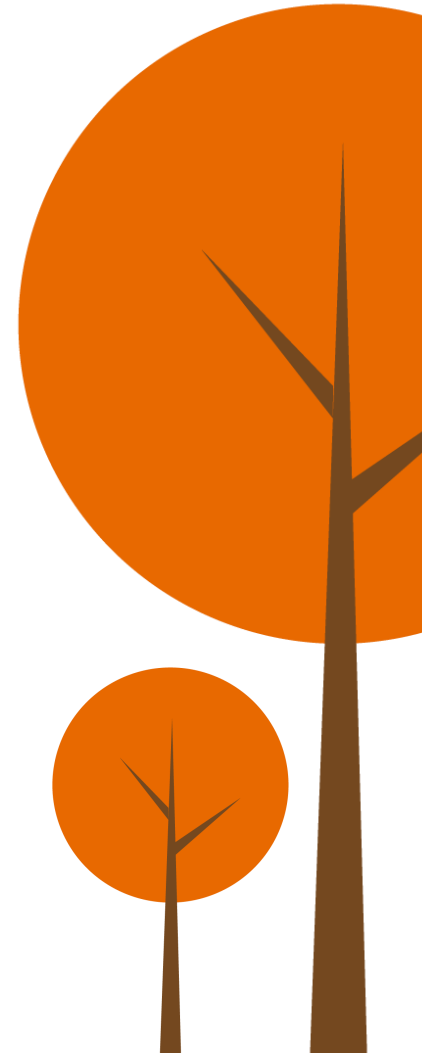
If you are remote/at home

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





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

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



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



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.

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

£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



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£34.99 ~~£35.99~~

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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



3-in-1 Full HD 1080P Conference Webcam with Microphone and Speaker, Wide Angle USB Video Conference Camera for Mac, PC, Laptop, Desktop(NV-VA101)

[Visit the iTOPVIS Store](#)

★★★★☆ 4 ratings

Price: **£138.00**

Voucher ☐ Apply 5% voucher

[Details](#)

Note: This item is eligible for **FREE Click and Collect** without a minimum order subject to availability. [Details](#)

Brand	ITOPVIS
Model name	NV-VA101
Special feature	Low Light
Video capture resolution	1080p
Connectivity technology	USB

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. The paper is white with light blue horizontal lines and is placed on a brown corkboard background.

**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.

Harvard Business Review



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. **Consider the experience from the remote participant perspective.** (Handouts, flip charts etc)
4. **Make remote participants full sized** (tests show the larger the remote attendee in the room the more likely they will be treated as equal)
5. **Design meetings for all attendees** (consider in advance the likely experience of each)
6. **Meeting facilitation** – Chair might need facilitation support
7. Give each remote participant **an in-room “avatar.”** to remind everyone in room





You matter | Ti'n cyfri

Future discussions:

- 1) *Audio echo***
- 2) *Larger events***
- 3) *Kit***