

REMOTE CONFERENCEING USE **STUDY**



REPORT TO
RESPONDENTS

MARCH 2013

Produced by

 **BTNGROUP**
A DIVISION OF NORTHSTAR TRAVEL MEDIA

REMOTE CONFERENCING USE

STUDY

Responses from more than 120 corporate travel and meetings buyers and managers show that most of their organizations are using some kind of remote conferencing tools. While a majority of them don't require the use of remote conferencing tools, nearly half of them do for a variety of scenarios.

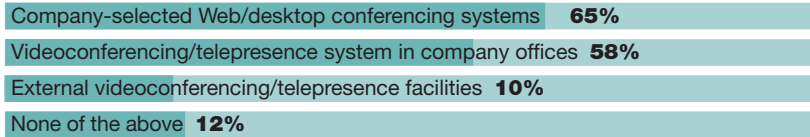
Nearly half of the respondents also expect to increase their use of onsite videoconferencing or telepresence tools this year.

More than three-fourths of the respondents don't use their travel management companies or booking tools to facilitate remote conferencing use and less than one-quarter measure the cost savings or avoidance the tools provide.

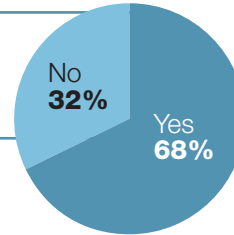
More than half of respondents said that employee work/life balance factors into the reasoning behind using remote conferencing tools.

The BTN Group thanks you and your fellow respondents who contributed the data that yielded the following 11 charts.

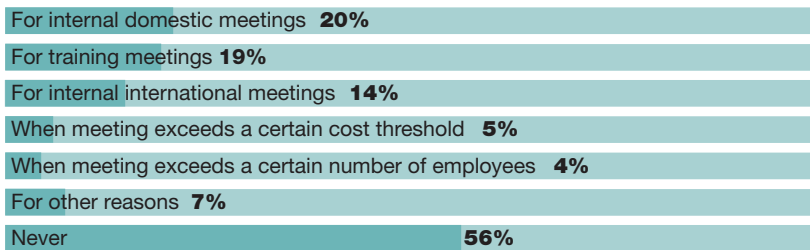
1 Remote Conferencing Tools in Use, Past Six Months



2 Companies That Hosted Meetings Combining In-Person And Remote Technologies In The Past Six Months

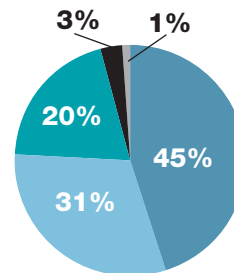


3 Scenarios Requiring Use Of Remote Conferencing In Lieu Of Travel



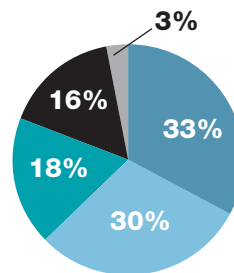
4 Expectations For Change In Company Use Of Onsite Videoconferencing/Telepresence Capabilities in 2013

- Increase
- Decrease
- Stay the same
- Don't know/not sure
- Don't have onsite videoconferencing/telepresence capabilities

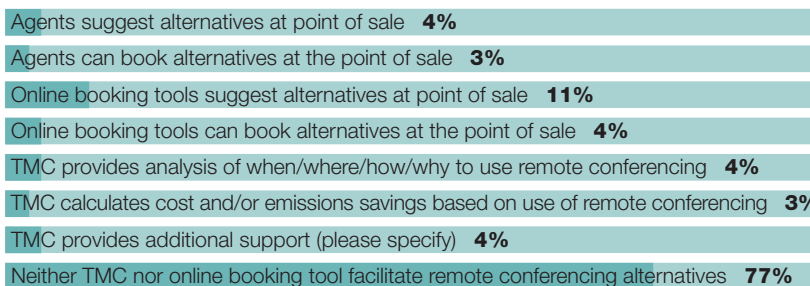


5 Expectations For Change In Company Use Of Offsite Videoconferencing/Telepresence Capabilities in 2013

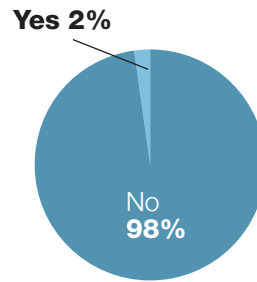
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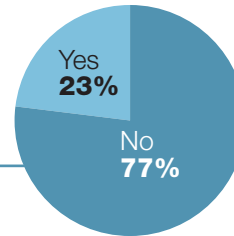
6 Extent To Which TMC/Online Booking Tool Facilitates Remote Conferencing Alternatives



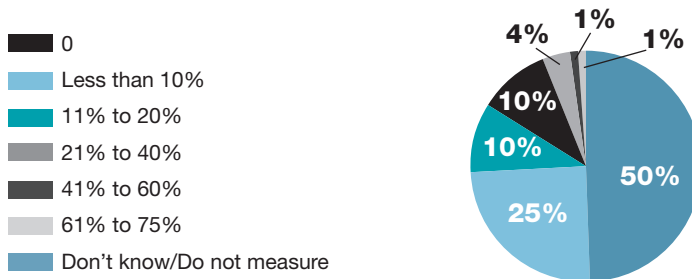
7 Companies That Incentivize Employee Use Of Remote Conferencing In Lieu Of Travel



8 Organizations Measuring Cost Savings Or Cost Avoidance Achieved Through Remote Conferencing



9 Percentage Of Annual Travel Budget Remote Conferencing Saved Last Year



10 Degree To Which Employee Work/Life Balance And Wear And Tear Factors Into Encouraging Employees To Use Remote Conferencing Solutions



11 Departments Involved In Managing The Use Of Web Conferencing Or Videoconferencing Facilities

