Build in engagement. Use screen sharing and whiteboard technologies for more collaboration.

**MEETING TIP**

Embrace Silence. Take pauses when speaking so attendees can digest information, react to it and ask questions.

Sources:
- Tiffany,  A. (2017, November 2). 7 Warning Signs Your Meeting Should Be an Email. GoToMeeting. https://blog.gotomeeting.com/7-warning-signs-your-meeting-should-be-an-email/

**SHOULD THIS BE A VIDEO MEETING OR AN EMAIL?**

Sometimes a concise email is all you need to get across a simple message. But real-time communication strengthens relationships and collaboration. When face-to-face meetings aren’t possible, take the next best route with video meetings.

If you're weighing whether to set up a video meeting or send an email, ask yourself these questions to help you decide.

**VIDEO MEETING**

Spark Small Talk.
Pre-meeting talk and virtual “water cooler” breaks help build stronger teams and increase focus on solving problems.

Keep it Focused.
Use a meaningful subject line and get to the point quickly. Make it easy to read with white space and bullet points.

Give a Deadline.
Even if your request isn’t urgent, help others prioritize exactly when your request needs to get done.

Connect Eye-to-Eye.
Make virtual eye contact by looking at the lens when speaking. This evokes positive emotions, similar to an in-person interaction.

Avoid Groupthink.
Use polling and chat features to collect individual input in larger video meetings.

Read Body Language.
55% of our communication is body language. Use video to read and respond accordingly.

**EMAIL**

Set an agenda and stick to it. Include a clear purpose in your invite and follow an agenda to hit your goals.

**MEETING TIP**

For more helpful tips and other resources on how to have effective video meetings, go to www.logitech.com/vcresourcecenter

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**SHOULD THIS BE A VIDEO MEETING OR AN EMAIL?**

**DO YOU NEED TO BUILD A RAPPORT WITH THE OTHER PERSON(S)?**

**YES**

**NO**

**DO YOU NEED FEEDBACK?**

**YES**

**NO**

**DO YOU HAVE MANY QUESTIONS?**

**YES**

**NO**

**WILL THERE BE A GROUP DISCUSSION?**

**YES**

**NO**

**DO YOU NEED AN IMMEDIATE RESPONSE?**

**YES**

**NO**

**IS THE INFORMATION COMPLEX?**

**YES**

**NO**

**IS THE TOPIC EMOTIONALLY SENSITIVE?**

**YES**

**NO**

**DO YOU NEED AN EMAIL:**

**YES**

**NO**

**VIDEO MEETING**

**EMAIL**

Encourage action.
Share results and action items in a post-meeting email for future reference.

**MEETING TIP**

Start on the same page.
Share material to read in advance or at the start of the meeting to level-set.