

OC METRO Blogs Tek Tips and Talk

By John Pitts



[Read more about John Pitts](#)
[Read more posts from Tek Tips and Talk](#)

[See our complete list of bloggers](#)

Friday, September 14, 2012

Meetings: Why Meeting In-Person is Beneficial

As the head of a technology-based service provider, I can attest that technology has shifted the way companies do business – specifically in terms of in-person meetings. According to Forbes Magazine, the teleconferencing industry has doubled its sales in the last five years. However, before email, cell phones, text messaging, instant messenger, social networks and Skype came on to the scene and made anyone accessible anywhere, meetings were conducted in-person, face-to-face. While there is certainly a place for the above mentioned communication tools, one has to wonder what it would be like for businesses to put more value on and emphasize in-person meetings more. Would it impact productivity, build stronger relationships, etc.?

0

tweets

retweet

f Like <

At Tekcetera, we are advocates of in-person meetings, as we believe it is extremely important to have face time with clients. It lends itself to our dedication to customer loyalty and service, and doing what it takes to achieve the results our clients expect. While we understand that it is not always possible to meet in-person, it is something that we strive to do whenever possible.

So, what makes in-person meeting more appealing than teleconferencing? Refer to my thoughts below on why in-person meetings provide more value to customers and clients:

•Communication – we all know that communication is the cornerstone of any relationship – business or professional. In-person meetings allow conversation to flow freely, unlike teleconferences where calls can be dropped or attendees late, individuals run the risk of not being heard, interruptions happen and the tone can be questionable or unknown. In-person meetings provide attendees the opportunity to be fully present, communicate openly, and evaluate both verbal and non-verbal language.

•Relationship Building – in-person meetings allow partners, clients and vendors the opportunity to learn more about the person or business sitting across the table. By taking the time to meet in person, a deeper relationship is developed and formed than when simply teleconferencing. From small talk about sports and weekend activities to weather and office décor, you can learn a lot about a person and business just by just being physically present. It's not to say that relationships cannot develop via other forms of communication, but they become stronger in-person.

•Collaboration – in-person meetings give individuals the opportunity to openly collaborate. While this can be achieved through teleconferencing, in-person meetings make it easier. In-person, individuals tend to speak more freely, offering different ideas and going off script (or agenda). Ideas are more easily built on, as one conversation leads to the next and before you know it, a completely new concept is born.

•Efficiency – teleconferencing and waiting go hand-in-hand for me. It always feels like you're waiting for something, whether it is the conference call to begin or other members to join, it is a lot of hurry up and wait. In-person meetings allow individuals to be present, talk through ideas and determine next steps effectively and efficiently – no waiting on the hold music to stop.

Do you believe in-person meetings are better than teleconferencing? Leave your thoughts and comments below or on our Facebook page.