

Chapter 13 Review

Listen and Speak Extension Activity 13A

Three Ways to Conduct a Meeting

In a traditional workplace, business leaders can easily arrange meetings with personnel whenever necessary. However, in today's increasingly global workforce, teams are not always located in the same building. As a result of technological advances, today's business leaders are also able to coordinate virtual meetings with people off-site through webinars and video conferencing.

To review, **webinars** are seminars that are conducted over the internet. They usually take the form of a "live" screenshare with a voiceover presentation. Participants are encouraged to interact with the presenter by responding to polls or inquires throughout the presentation and there is usually a question session at the end. Webinars can be recorded so they can be viewed again at a later time.

Video conferences are live, visual connections between people in two or more separate locations. These meetings allow participants to meet "face-to-face" and have conversations in real-time. Participants can also share the content of their computer screens with each other. Video conferences can be recorded so they can be viewed again at a later time.

Regardless of which format you choose to run a meeting, it is recommended that you use an agenda to ensure you use your time efficiently. An **agenda** is a sequential list of events for a meeting, seminar, or program. It is a logical and well thought-out plan for both the meeting organizer and participants and can improve the efficiency and productivity of a decision process. Agendas are easy to read and provide structure for the topics to be discussed or presented.

Instructions

This activity will require you to prepare for meetings that can be facilitated not only in person, but also as a webinar and a video conference. This activity can be completed individually or as a team.

You work for LifeApps, a company that designs apps to support the lives of users. The three meetings you will design as part of this activity will be about a fictional app that you and your team are developing to enhance the lives of high school students. To help you with this activity, use **Part 1** to brainstorm a list of ideas for your fictional app.

Part 1: Fictional App Ideas

Using the space below, list a few ideas for apps that would enhance the life of high school students. The app may provide a general solution to improving the overall high school experience or focus on an aspect of high school life, including academics, sports, part-time employment, college applications, etc. Once you have completed the list, highlight the one you would like to use for this activity.

Part 2: Planning a Short Business Meeting

You and your team need to share information about your app with the people you have hired to design it. You need to explain the issue your app will address and how it will enhance/improve the life of a high school student. During the meeting, you would also like to hear some of the initial ideas the designers have about the app.

This section will help you begin to develop an agenda for your meeting. Using the space below, create a list of topics that will be covered during the meeting. Once you have listed the topics, make a list of materials that may help communicate your thoughts about the app to the designers.

Meeting Topics	Supporting Materials

Part 3: Creating Meeting Materials

Using proper formatting, create an agenda for the meeting with the designers. Create at least one of the additional materials you referenced in the table. You may wish to use the internet to research how to format an agenda.

Be sure your agenda includes the following information:

- Heading
 - Name of the Company holding the meeting (LifeApps)
 - Document title: Agenda
 - Meeting title, purpose of meeting, or name of the event
 - Meeting date
 - Meeting time
 - Meeting location
- Numbered List of Topics
- Sub-Topic List, if applicable (detailed description of the content or topic to be considered)

Part 4: Facilitate Your Meeting

Assume that your classmates represent the designers. You will distribute the agenda and the supporting material you created, facilitate the meeting effectively, and solicit feedback from your classmates about your app.

You may wish to review this list of tips for effectively facilitating a meeting:

- Stick to the agenda
 - The agenda will ensure that you get the most out of your meeting to help you and the team move forward
- Consider your audience
 - Share only relevant information that the group needs
- Keep an eye on the time
 - Start and end on time
- Take notes/Assign a notetaker
 - Keep track of important, relevant information that is mentioned
 - Record items that require additional work
 - If someone mentions important items that are not on the agenda, they can be added to a list of topics that will be addressed at a later time
- Follow up on the meeting
 - Allow people time to reflect on what has been said or established during the meeting
 - Summarize the meeting by highlighting what was accomplished and outlining next steps and/or action items (tasks that must be completed) and send the summary to attendees

Part 5: Meeting Follow-Up

Using a word processing program, draft the language you would use in a follow-up e-mail that will be sent to your team and the designers. Be sure to thank attendees for participating in the meeting, summarize the key points of the meeting, and include any action items that may have been discussed.

Part 6: Preparing for a Webinar

Now that you and your team have met with the designers, you will use webinar software to present the information that was discussed at the meeting to your supervisor and her team. Before holding the webinar, create a presentation consisting of 3-5 slides in which you summarize the design meeting from **Part 4**. Use the checklist below to guide you through the process of creating the slides and the additional materials you will need to host a webinar. After you have prepared all the necessary materials, hold a webinar using your classmates to represent your supervisor and her team and record the results.

Create the wording for an e-mail invitation to the webinar for your intended audience	
Design a webinar agenda with your intended audience in mind	
Write a script that will accompany your presentation slides	
Include one slide with a poll or question for your audience	
Optional: Webinar guidelines	
Minutes from meeting with designers	
Webinar follow-up plans	

Part 7: Preparing for a Video Conference

Your supervisor and her team like the idea for your app. However, they have asked you to have a conversation with a focus group. In this case, the focus group will represent a diverse group of high school students who will provide feedback about your app before it launches. Due to time and travel constraints, you will host a video conference that will allow your team and the designers to get feedback from the focus group. Use the following checklist to guide you through the process of preparing for the video conference.

Prepare a video conference agenda for your intended audience (As you outline the topics to be covered during the video conference, you may decide to assign different members of the team and/or design team to present specific information to the focus group)	
Since there is video, make a list of materials the focus group needs to see in order to provide you with meaningful feedback	
Make a list of at least 3-5 questions for the focus group	
Design a video conference layout (See Part 8)	
Optional: Focus group guidelines	
Focus group follow-up plans	

Part 8: Video Conference Layout

Using the space below, design a square or rectangular office layout for the space your team will use to conduct the webinar. After you have prepared all the necessary materials, hold a video conference using your classmates to represent the focus group and record the results. In your office layout, consider the following points:

- Location of the video equipment (camera, TV/screen, microphone, computer, etc.)
 - Furniture in the room (conference table, desk, chairs, etc.)
 - Participants (number of people on your team that will need to be accommodated in the space)
- Tip:** Be sure to arrange seating with the location of the camera and microphone in mind!