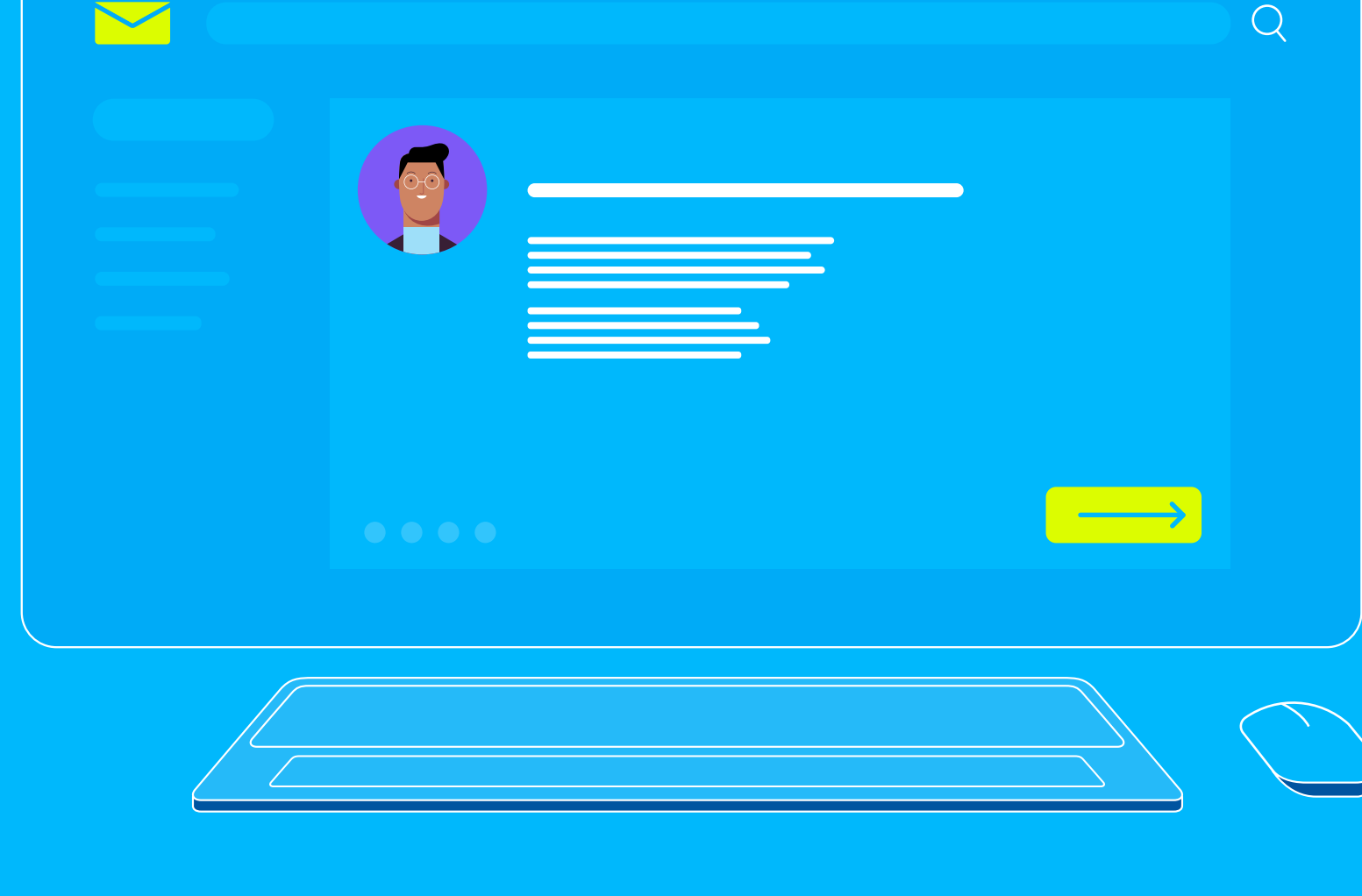
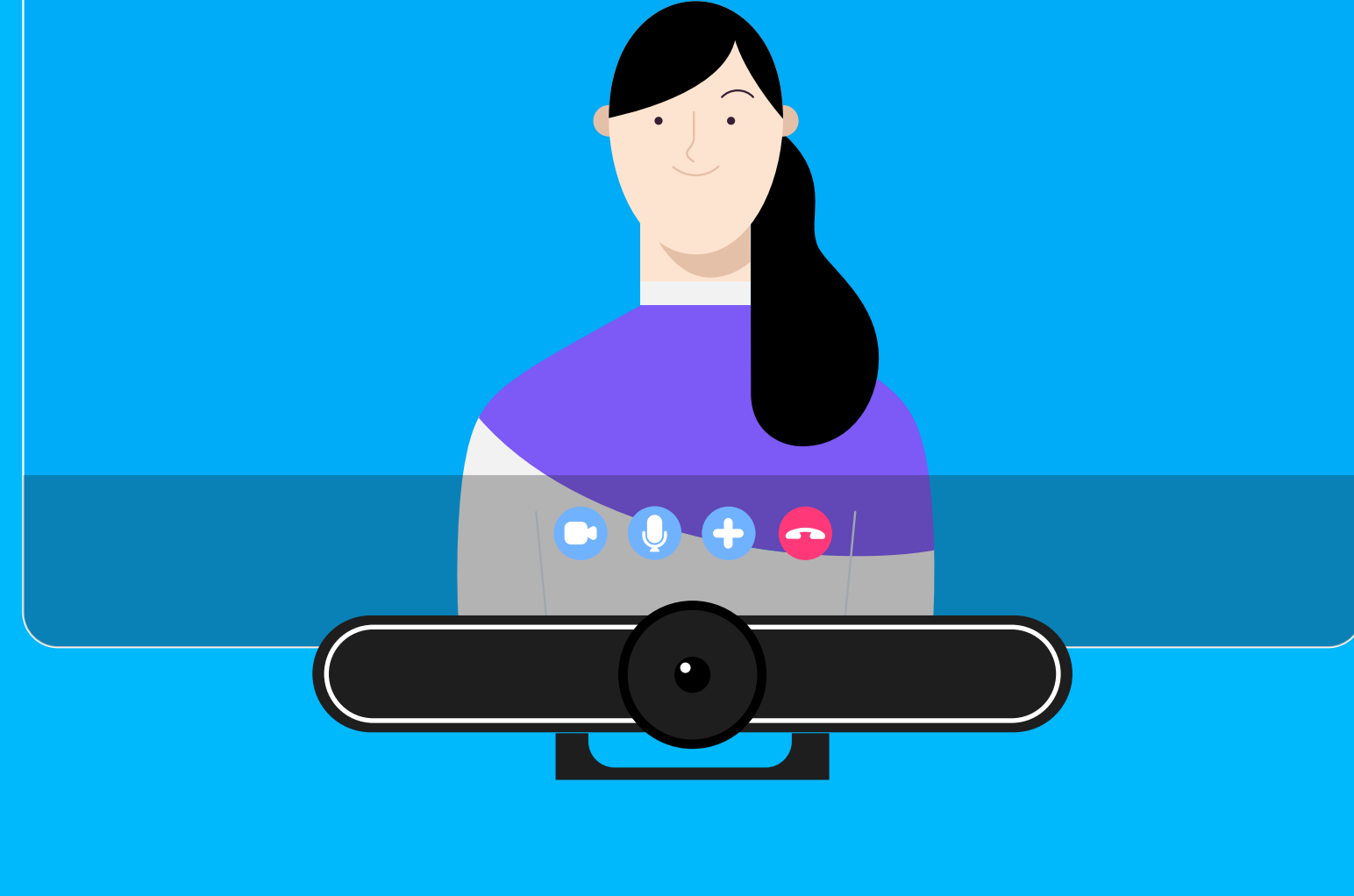


# SHOULD THIS BE A VIDEO MEETING OR AN EMAIL?



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.

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

YES

NO

### VIDEO MEETING

#### Spark Small Talk.

Pre-meeting talk and virtual "water cooler" breaks help build stronger teams and increase focus on solving problems.

## DO YOU NEED FEEDBACK?

YES

NO

### MEETING TIP

#### Set an agenda and stick to it.

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

## DO YOU HAVE MANY QUESTIONS?

YES

NO



### MEETING TIP

#### Start on the same page.

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

## WILL THERE BE A GROUP DISCUSSION?

NO

## DO YOU NEED AN IMMEDIATE RESPONSE?

YES

YES

NO

### VIDEO MEETING

#### Avoid Groupthink.

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

### VIDEO MEETING

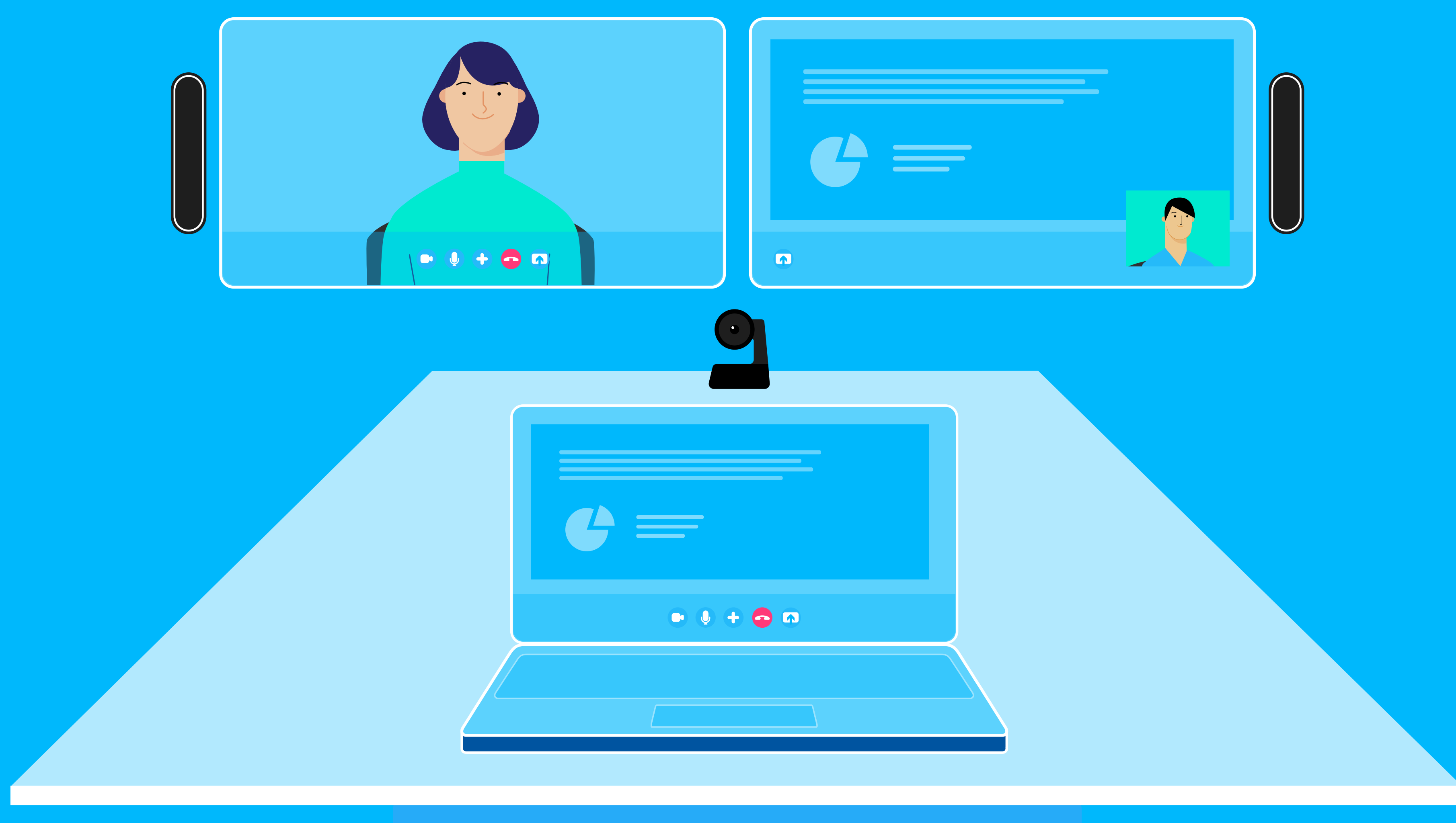
#### Connect Eye-to-Eye.

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

### EMAIL

#### Give a Deadline.

Even if your request isn't urgent, help others prioritize exactly when your request needs to get done.



### MEETING TIP

#### Build in engagement.

Use screen sharing and whiteboard technologies for more collaboration.

## IS THE INFORMATION COMPLEX?

YES

NO

## IS THE TOPIC EMOTIONALLY SENSITIVE?

YES

NO

### VIDEO MEETING

#### Embrace Silence.

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

### VIDEO MEETING

#### Read Body Language.

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

### EMAIL

#### 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.

### MEETING TIP

#### Encourage action.

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

For more helpful tips and other resources on how to have effective video meetings, go to [www.logitech.com/vcresourcecenter](http://www.logitech.com/vcresourcecenter)

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