

OVERVIEW

# Effective Conferencing

## Helpful Tips

As you host and join more and more conference calls, it is important that you keep them professional and productive at the same time. When you hang up from your conference call, you want to feel that you accomplished your objectives and didn't just waste 30 minutes of your time. Read these useful suggestions to help make your conference calls a success.

### Before the Call

Stay organized and be prepared for your conference call.

- Notify your participants of the date and time of the call.
- Communicate any items that need to be prepared prior to the meeting.
- Send the agenda to your participants.
- Be sure you are in a quiet location where you will not be disturbed and try to minimize background noise.
- Turn off call waiting, pagers and cell phones.

### Starting the Call

Begin your conference call in a timely manner with introductions and a review of the agenda.

- Be on time or early to your call.
- Introduce yourself when you speak and encourage others to do the same.
- Conduct a roll call so you know who is there.
- Briefly state the agenda.
- Do not put your phone on hold as this may put music into the conference and prevent others from continuing the meeting.

### During the Call

Keep your conference on track by engaging your participants and keeping them informed of upcoming tasks and meetings.

- Ask for feedback from specific participants instead of the entire group.
- Table any discussions that are not relevant to the agenda for a later time and place.
- Try to involve all of the participants in the discussion.
- Promptly deal with any noise or distractions by pressing \*0 to request an operator.
- Summarize the issues discussed and recap any action items resulting from the call.



- Establish the day and time for the next conference call.

## Tips for Improved Line Quality

Follow these helpful hints to ensure your conference calls run smoothly.

- If you are conducting back-to-back calls, make sure to disconnect your initial conference call line prior to dialing back in for the next call. (Failing to do so could produce a 'flash hook' scenario, which feeds a loud signal in the call.)
- When entering your conference code and leader PIN do not press the keys too quickly—this will enable the system to 'read' them most effectively.
- During an Operator Assisted Q&A session, participants should pick up their handsets to ask questions. This will ensure the best possible audio quality and volume from their lines.
- If you are conducting a call using a conference room phone, microphone or speakerphone, be aware of the location of the phone/microphone at all times and speak directly into the device to ensure the best possible audio quality and volume.
- If you are conducting an Operator Assisted call using a conference room phone, microphone or speakerphone, test the volume and line clarity with the operator prior to starting the call.

*Sources: SellingPower.com, West Corporation, InterCall Quality Assurance*