



# CREATING EQUITABLE HYBRID MEETINGS: A PRACTICAL GUIDE

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With Dr. Joseph A. Allen, University of Utah  
Featuring Logitech Room Solutions for Google Meet

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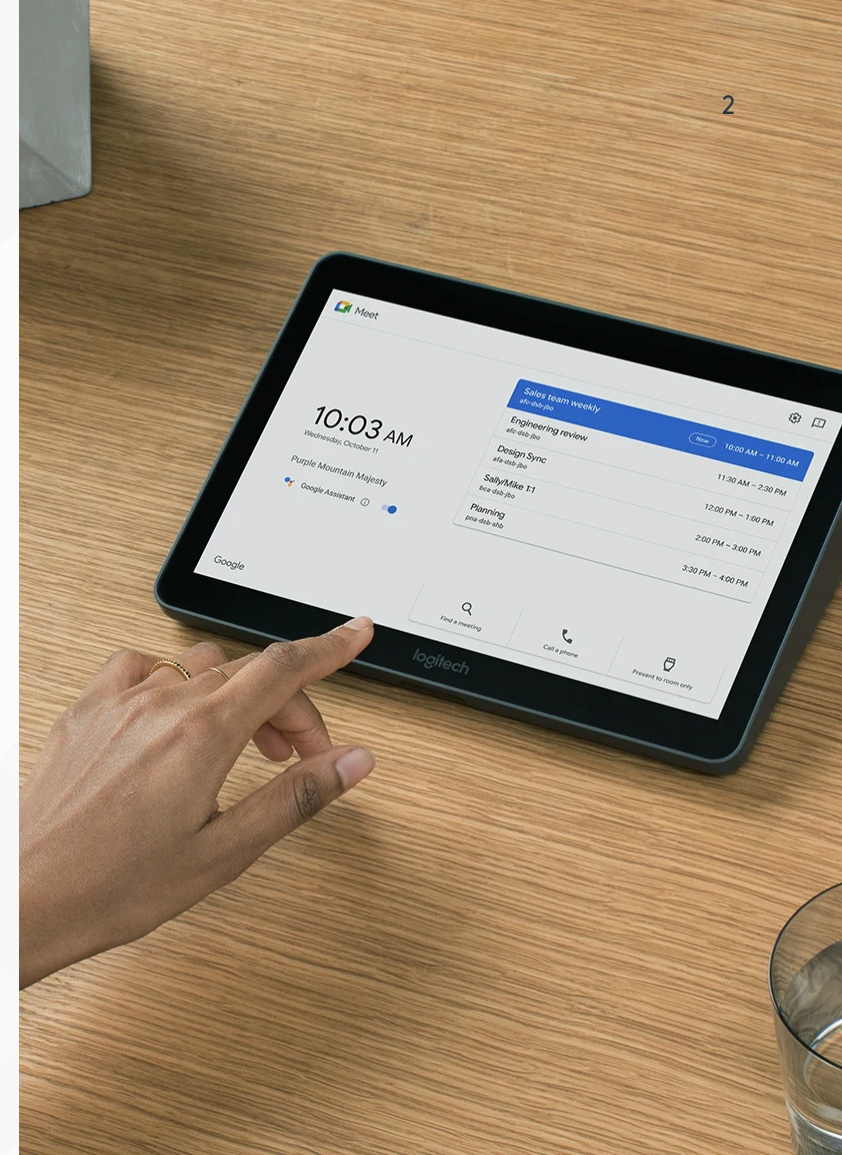
 Google Meet

**Collaboration equity is the ability for all meeting participants to fully participate—regardless of their location, device, language, or experience level.** It’s about making sure that everyone is seen, heard, engaged, and valued.

In this ebook, you’ll learn tips and best practices from Dr. Joseph A. Allen, a leading expert in meeting science, on how to establish collaboration equity and facilitate more engaging hybrid meetings.


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*“Scheduling a hybrid meeting is easy. Creating a successful meeting requires that you plan ahead, including making sure all participants have access to the right hardware, software, and skills.”*

**–Dr. Joseph A. Allen, University of Utah**



**83%** of executives expect to support some level of hybrid (70%) or all remote (13%) work.<sup>1</sup>

## A LEADING VOICE IN THE STUDY OF MEETING EQUITY

To gather insight into the equity of hybrid meetings, we worked with Dr. Joseph A. Allen, Professor of Industrial and Organizational Psychology at the University of Utah. Dr. Allen has 15 years of experience studying workplace meetings. As of 2020, he has published 25% of all academic literature on workplace meetings.

The tips and best practices you'll find here are based on his three-year longitudinal study. Details on this work can be found in his books *Suddenly Virtual* (available now) and *Suddenly Hybrid*, scheduled for release in January 2022.

In addition to insights on meeting equity, you'll also discover the benefits of using certified Logitech solutions for Google Meet in various hybrid work situations.



Joseph A. Allen, Ph.D.,  
University of Utah

## INTRODUCTION: EQUITY AND THE OPPORTUNITY TO PARTICIPATE

**Virtual meetings may be simple in concept, but designing meetings that are more equitable requires finesse and careful consideration.**

How do you ensure that everyone in the meeting feels like they have equal opportunity to participate in the conversation? According to Dr. Allen, opportunity to participate is the most important factor in establishing a sense of equity in hybrid meetings.

To fully participate, members should be seen and heard clearly. And they must feel personally empowered to contribute to the conversation. Participation, when encouraged by leaders and embraced by attendees, has the strongest long-term impact on meeting outcomes and post-meeting behavior.<sup>2</sup>



*[Logitech Room Solutions for Google Meet](#) are designed to encourage attendee participation.*

## BEST PRACTICES FOR REMOTE ATTENDEES

Here are four best practices for remote meeting attendees, based on Dr. Allen's three-year, longitudinal study concerning virtual and hybrid meetings.<sup>4</sup> Incorporate these into your work culture to encourage authentic communication and increase collaboration.

### 1. Be on camera.

Dialing in through an audio-only device creates distance and other conversational barriers. Being on camera is the first step to better engagement. Letting people see you encourages them to interact with you. To maximize the impact of your on-screen appearance, consider using a dedicated webcam that can provide a clear and crisp picture. For example, look your best with the Logitech C925e webcam, featuring HD 1080p/30 fps and HD autofocus for true-to-life clarity in a fixed 78° field of view that's just right for individuals.

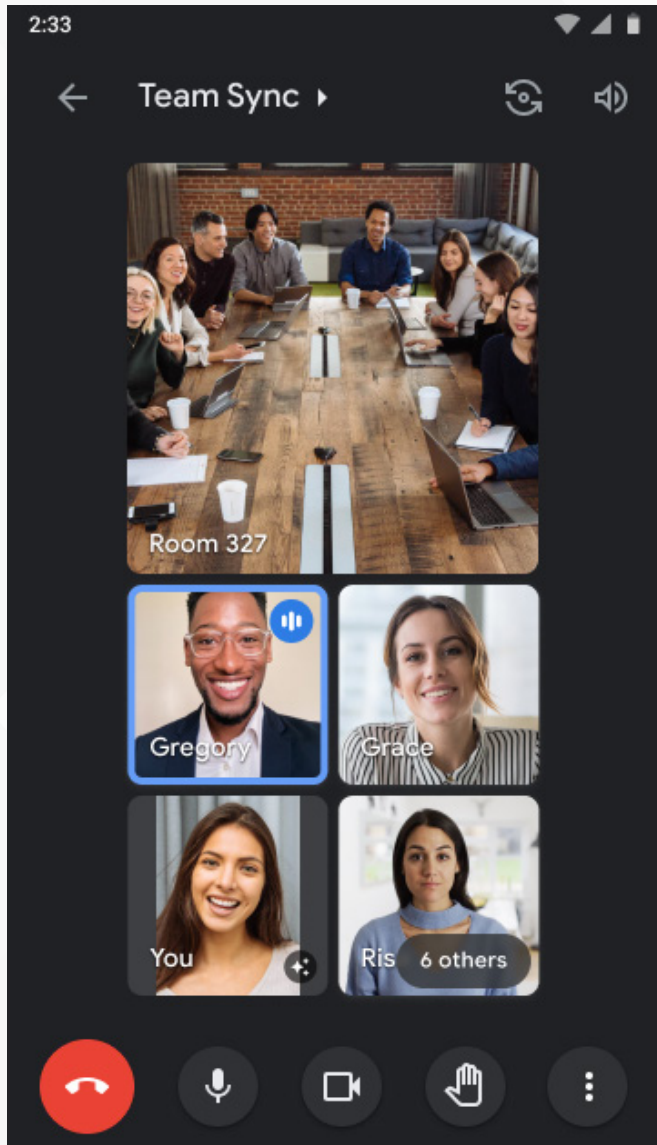
### 2. Be prepared to participate.

Don't wait to be called upon. With Google Meet, remote attendees can raise their hands, chat, participate in polls and more—just as they can in person—while enjoying high-fidelity audio and high-definition video.

Simply turning on a webcam during a remote meeting increases participation, satisfaction, and effectiveness by **20% to 50%**.<sup>3</sup>



Experience a better camera. Logitech C925e, certified for Google Meet, provides richer video quality compared to laptop cameras and also features digital zoom and RightSense for optimal light and color balance.



### 3. Minimize distractions.

Check your background for clutter. Turn off other applications or minimize them. It's also good to check lighting and sound to ensure you look and sound presentable and professional.

### 4. Lean in to chat.

Using the Google Meet chat feature in a video meeting is a great way to communicate with others and stay involved. Share information, use humor appropriately, or congratulate your team members on a job well done.

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*Experience a better camera. Logitech C925e, certified for Google Meet, provides richer video quality compared to laptop cameras and also features digital zoom and RightSense for optimal light and color balance.*



## BEST PRACTICES FOR IN-PERSON ATTENDEES AND MEETING ORGANIZERS

**Here are seven best practices from Dr. Allen, Google Meet, and Logitech intended for in-person attendees and organizers of hybrid meetings.** Following these best practices will help you create a more engaging and equitable atmosphere during your hybrid meetings.

### 1. Don't forget what it's like to be remote.

Remember: some people may be attending from their bedroom or kitchen table. Showing empathy when distractions and interruptions happen on their video feeds helps them feel comfortable in what could be an uncomfortable situation.

### 2. Be mindful of your conference room setup.

Use intelligent technology that automatically frames meeting participants and removes distracting noises so everyone can be seen and heard.

### 3. Minimize side conversations.

As tempting as it is, multitasking in virtual meetings harms overall meeting goal accomplishment. Minimizing side conversations and distractions will help everyone stay focused and maintain good synergy.

Over 75% of respondents from a recent survey on the state of hybrid work believe that it will be a standard practice within their organizations in the coming three years. Given that 70% of respondents said they never worked remotely before the pandemic, it's clear that hybrid has become the dominant model for work and that it's here to stay.<sup>5</sup>



*Having the right conference room setup combined with Google Meet-certified room solutions from Logitech help to drive synergy between in-person and virtual attendees.*

#### 4. Engage with the camera.

When we talk to someone in person, we often make eye contact to create rapport. Take the same approach in meetings by looking directly into the camera. It can make a big difference in fostering camaraderie and a shared sense of goals and teamwork.

#### 5. Encourage participation.

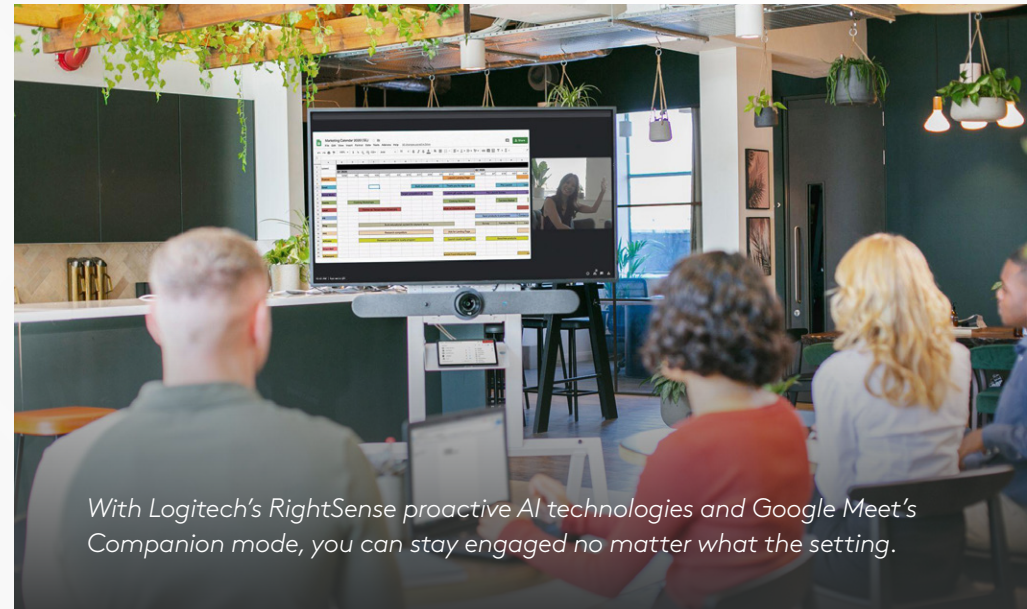
Before the meeting, the organizer should provide a framework so all meeting attendees know what to expect. Create a clear, concise agenda and assign each member something to talk about. Nothing improves a hybrid meeting more or creates a greater sense of equity than full participation by everyone.

#### 6. Count on Google Meet for collaboration equity.

Google Meet includes features such as Companion mode that foster equitable meetings by creating a common experience, whether people are in-person or remote. Companion mode allows in-room attendees to virtually raise their hands, chat, participate in polls, and more—just like remote attendees.

#### 7. Leverage Logitech's RightSense technologies.

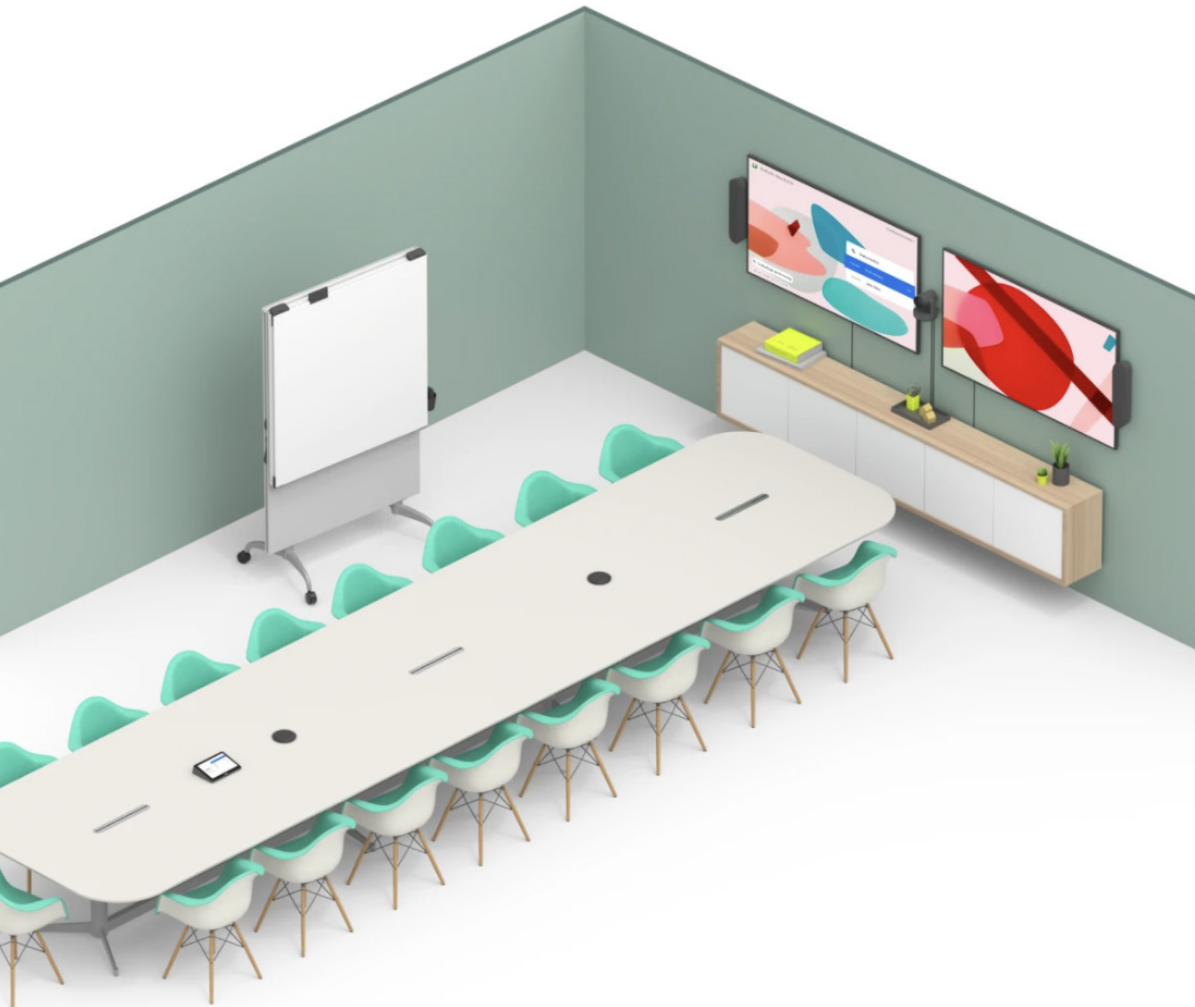
Built into Logitech cameras and audio solutions, these proactive AI technologies help hybrid video meetings feel natural for everyone. RightSight moves the camera automatically, adjusting the zoom so no one is left out of the picture. RightLight helps all attendees look their best on camera, regardless of lighting conditions. RightSound optimizes sound to enhance the clarity of your conversations.



*With Logitech's RightSense proactive AI technologies and Google Meet's Companion mode, you can stay engaged no matter what the setting.*



*With one-touch join, easy content-sharing, and center-of-room control, Logitech Tap makes it super easy and fast to join a meeting. Better yet, Tap is included in every Logitech room solution for Google Meet.*



## WITH TECHNOLOGY, KEEP IT SIMPLE

**The meeting space is often undervalued, according to Dr. Allen's research.**

Companies that invest in outfitting spaces with the right software and hardware create the technological foundation for successful meetings.

However, if these tools are not functioning properly, or are not intuitive in how they work, then technology becomes yet another barrier to effective meetings and collaboration.

The best technology gets out of the way of the people using it. When making decisions about what to provide to employees, ease of use is an essential factor. Having technology that makes joining meetings easy helps ensure greater participation and more equitable meeting environments.

## SUMMARY: QUICK TIPS FOR BUILDING MEETING EQUITY

Here's a summary of key advice we covered in this ebook.

### For Meeting Organizers:

- ✓ **Focus on engagement.** Get everyone involved. Organizations with an engaged workforce outperform those that do not.
- ✓ **Delegate and invite.** As a leader, assign agenda items to meeting participants. Call on individuals to ask their opinions and feedback.
- ✓ **Encourage small talk.** A few minutes of small talk before you get down to business can build rapport and strong working relationships. Don't neglect this valuable aspect of team-building.

### For Meeting Participants:

- ✓ **Express yourself.** Engagement is a skill, which may require practice. The more you engage through the use of emojis, chat, or speaking up, the easier it becomes.
- ✓ **Bring your whole self.** Give other members your full, undivided, and sincere attention. Make sure to be visible on camera and maintain eye contact.
- ✓ **Set yourself up for success.** Minimize distractions, turn off notifications, and ensure that your environment is clutter-free.

### For IT Admins:

- ✓ **Get the right sound and video equipment.** To enable meaningful connections and effective meetings, invest in high-quality video collaboration tools for the meeting room and home office.



## LOGITECH & GOOGLE MEET: BETTER TOGETHER

Logitech has a range of solutions for the meeting room and the personal workspace certified to work with Google Meet. This “better together” approach allows IT managers to standardize on a single-vendor video collaboration solution for desktops and meeting rooms of all sizes. And it gives employees a more productive and consistent video experience regardless of location, device, language, or experience level.

Discover the full range of Google Meet–certified Logitech solutions at [logitech.com/google](https://www.logitech.com/google)



*Small, medium, and large room solutions from Logitech are certified for Google Meet.*

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<sup>1</sup> Google LLC. (2021). Navigating hybrid work: A Google Workspace handbook.

<sup>2</sup> Reed, K. M. & Allen, J. A. (2022). Suddenly Hybrid: Making Mixed Format Meetings Work. Hoboken, NJ: Wiley.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Google LLC (2021). Insights from Google's global hybrid work survey.

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