



The ECHO™ — Your Weekly Presentation Tip

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Web Meetings or Conference Calls

Before you go to the trouble of setting up a Web meeting, ask yourself if a teleconference will suffice instead? Here's an important set of criteria to consider:

- **Are visuals crucial to the presentation?** If so, a Web meeting might be the right choice. If it's not, a conference call is better.
- **Will there be different types of visuals used?** A PowerPoint presentation is not a compelling enough reason, unless it needs to be annotated, explained, and presented effectively. Otherwise, you could simply send the PowerPoint file in advance and do it over the phone. On the other hand, if you'll be showing the file plus documents, Web sites, and other visuals, a Web meeting is a great choice.
- **Will the information be truly interactive or one-way?** Web meetings deliver information effectively, but depending on the number of attendees, they don't work well for brainstorming or group conversations.

Web meetings are great tools under the right circumstances. Just be sure to choose the media wisely.

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