



Conferencing
Conferencing
Conferencing

Conferencing – Life is too short for long meetings

Steelcase

Your **success** deserves a **Steelcase** office

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Do what you do better.™



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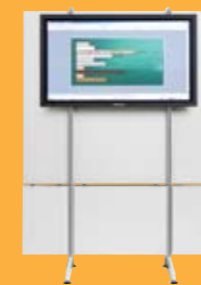


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Steelcase

The tower of Babel remains to this day the metaphor for the nightmare of man's inability to communicate because of language differences. Such communication problems still exist some 2500 years later. However, it is rarely a language barrier that is responsible but rather the lack of a communication culture. Communication should be lively and unforced and find its place everywhere – from reception to conference room. The good news: communication can be planned!

Babel was yesterday. **Space for communication!**



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Meetings enable opinions to win majorities!

We spend a good half of our working life in meetings. These include informal tête-à-têtes at any location as well as the classic round table situation in a special room. So not all meetings are alike! One thing however is equally important: the sharing of information by communication! Contributing to knowledge transfer and even trust.

How a meeting is organised, presented and carried out, depends on the format. Here, we differentiate between various situations: the conference or presentation, the training session, the video-conference, the project or team meeting. Each type of meeting has different needs.

The participants: from I to We

An important factor: do I sit alone and communicate by means of technology, am I in a stimulating one-on-one situation, are we having a team meeting with up to six participants or is this a large gathering?

The flexibility of the facilities: mobile or fix

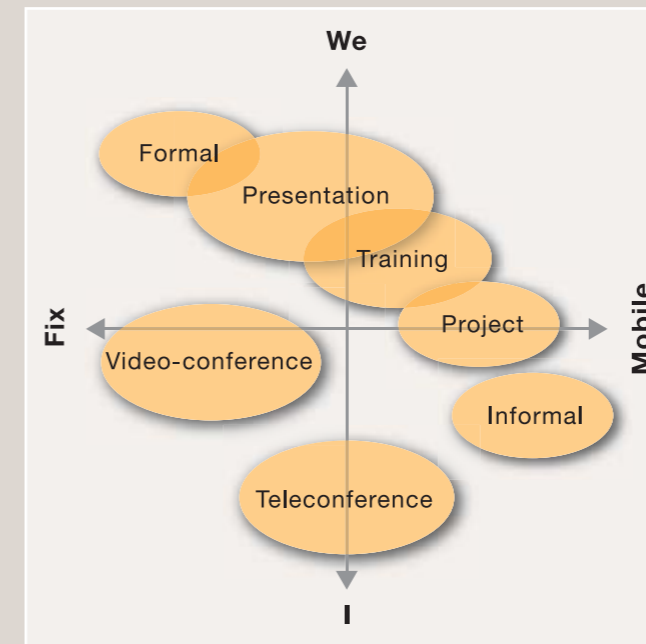
The furnishings, technical facilities and room design should provide an optimum framework for the meeting. The conference table can be movable and folding, the chairs stackable, the technical equipment modestly concealed in the table or imposingly set out.

The media: simple or high-tech

Pinboards or whiteboards are now a widely used standard. The wider-ranging the purpose and the larger the circle of participants, the more creative the means. Room management and booking systems like RoomWizard go straight to the target, while the documents produced from the interactive whiteboard contribute to the discussion. Comprehensive media controls and the latest technology make meeting rooms "intelligent". Meeting with infotainment!

The type of communication: formal or informal

The place, the selected equipment and the number of participants often dictate the pattern of communication: for a planned meeting, a fixed room is selected – in the office or in the conference room. The informal or spontaneous meeting, on the other hand, needs a relaxed space, often at strategic crossing points or in a social situation.

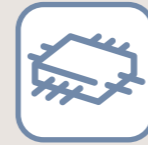


2 dimensions of meeting activities



6 key factors for a good meeting

There is space in the smallest room according to a well known saying. This may well be true. However, it all depends what you need space for... **media technology, lighting, acoustics, air conditioning, furnishings and equipment** are elements that shape a room and only provide optimum conditions for communication when properly coordinated with one another.



Technology integration

Meeting areas are technical terrain: the Infrastructure for information and communications technology must be available and accessible, presentation equipment such as projectors need standing and projection surfaces.



Lighting

Uniform room lighting – dimmable for presentation purposes – is essential. Daylight (direct sunlight) must also be controllable to avoid disturbing glare and reflections.



Acoustics

In planned communication areas, the private acoustic sphere is key. Important here is the correct selection and placing of sound absorbing and sound reflecting surfaces.



Air conditioning

The meeting area should have a comfortable room temperature of about 21°C. This is important for concentration and performance. Fluctuating temperatures cause stress. Oxygen content and humidity are as important.



Furniture

Ergonomics are an important “participant” in successful meetings. As is also the efficient use of floor area. With folding and stacking furniture that can serve multiple functions, you gain space, save costs and reduce the floor area required.



Surfaces/Materials

Dress your communication room appropriately: warm colours are suitable for creative areas, neutral and uniform tones create a peaceful atmosphere for relatively formal occasions.

Meeting areas for all occasions

Each kind of meeting has its own requirements. However, meetings are also living entities that do not follow strict lines. Often, one meeting situation, such as, for example, a training session, develops into another, possibly informal, that continues, nevertheless, at the same place.

Presentation

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

Training

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

Informal meetings / Café Lounge

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

Video conferencing

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

Formal meetings

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

Informal meetings / Creative areas

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

Team meeting

FORMAL —●— INFORMAL

I —●— WE

FIX —●— MOBILE

SIMPLE —●— HIGH TECH

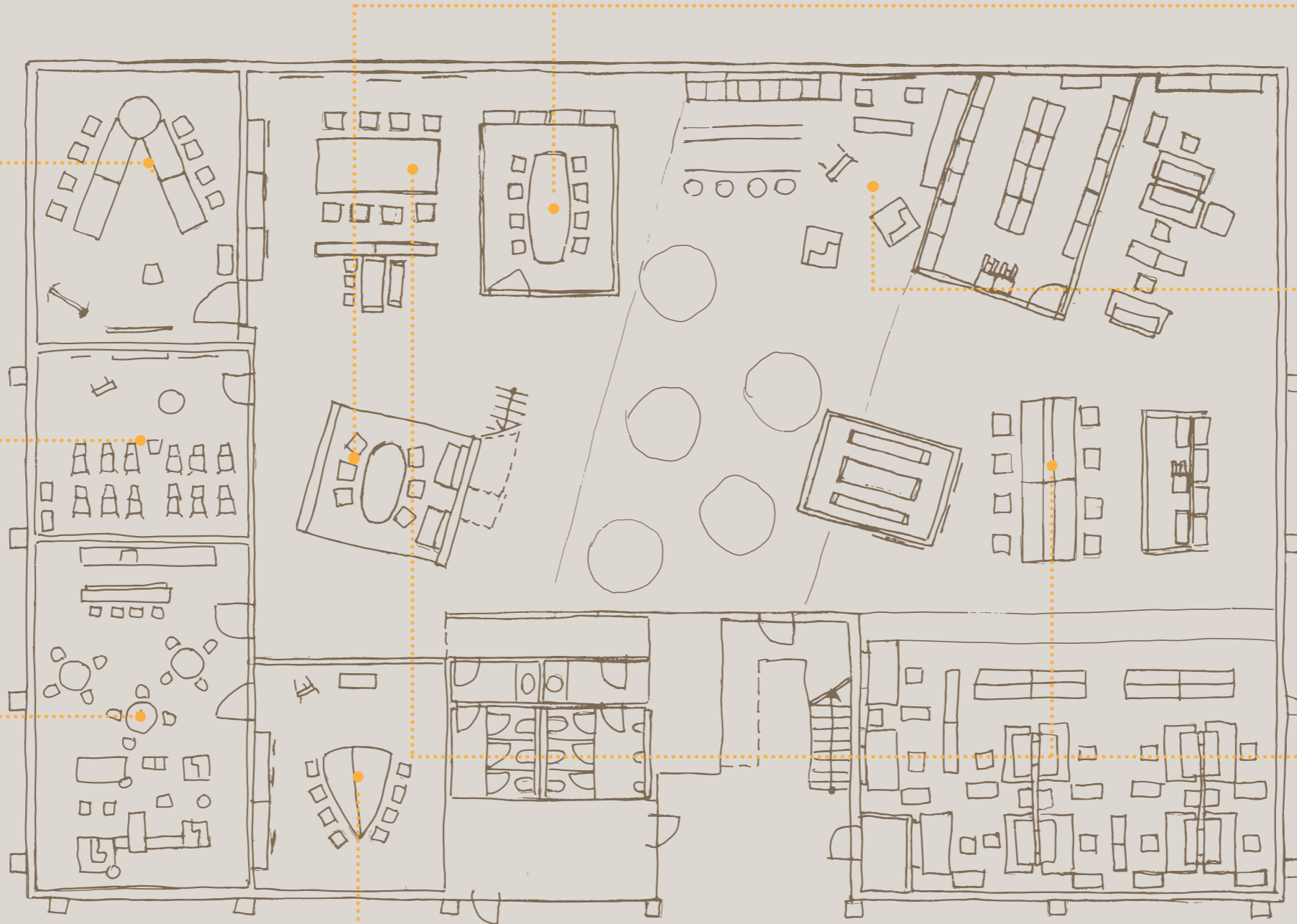
Teleconferencing

FORMAL —●— INFORMAL

I —●— WE

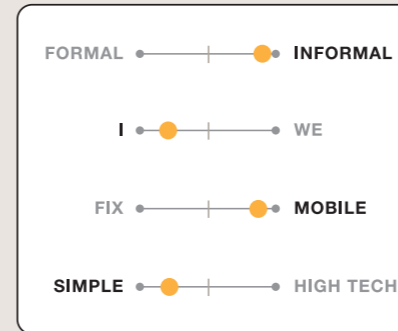
FIX —●— MOBILE

SIMPLE —●— HIGH TECH





Multimedia makes data faster, the world smaller and discussions more impersonal. Perhaps this is why face to face communication is taking on such great importance it inspires creativity!



According to recent research one to one communication ranks a clear first with employees! Up to 70% give the spoken word – personal or by phone – a clear lead over communication by e-mail. This has consequences.

Wherein lies the secret? Actually, its under your nose. Those in-between and reception areas in the office are just made for chance meetings and spontaneous interaction but too little used. Nevertheless, it is often here that **the best innovations are born and not in the research and development departments.** To use them better, is to consciously allow, plan for and promote communication. B Free Lounge from Steelcase is the first range of furniture that is at its best precisely at these **places where people and ideas come together.**

Work situations, founded on Teams or face-to-face discussions are on the advance: **up to 80% of all discussions take place between pairs.** Active promoting this situation can have a whole host of positive effects – from motivation because personal contact makes work more fun to team development. Such factors, in the end, add value to the business.



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RIPPLE BIX B FREE LOUNGE SIDEWALK



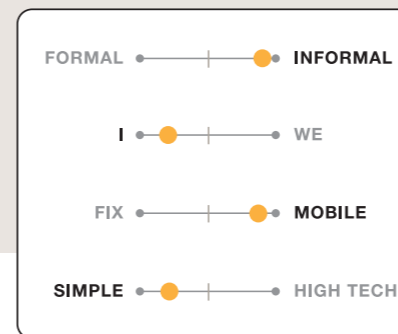
Studies on working in pairs read like a bestseller: it produces **the most creative and successful results**; the information content of such informal discussions is in the region of 70%. Office structures that provide the framework for unplanned meetings with others without disturbing the rhythm of work and concentration enable important & valuable knowledge to circulate within the business.



Thinking out of the box, the invitation to be creative – that should be seen in the furniture! Ripple rocks.



Communication finds its own space. Meanwhile, even formal discussions no longer necessarily take place in conference rooms. This explains why the average occupation rate of these rooms has fallen to about 60%. Instead, the preference is to use “open” discussion areas for **spontaneous debate of projects and problems.**



TOUCHDOWN2



B5588



BIX



WESTSIDE

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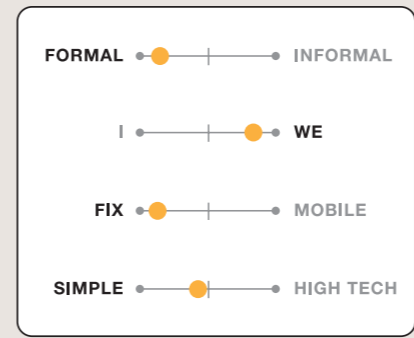
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Give up as little room as possible, make as much space as necessary.

This is the design motto of modern conference areas, whether open or closed. Their integration in day to day work patterns is key to their success, i.e. for the frequency and manner of

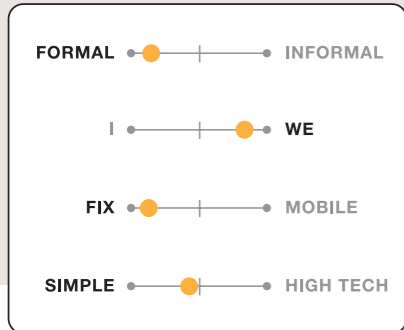
their use. They must also be suitably equipped. Steelcase office designers are aware of these success factors and plan the right ones in.

Surroundings and technical facilities the success factors

Detailed discussions work well in a fixed framework. As a rule, this is a conference room. This is where **the technical equipment used for intensive discussions** – including those with multiple participants – should always be available.



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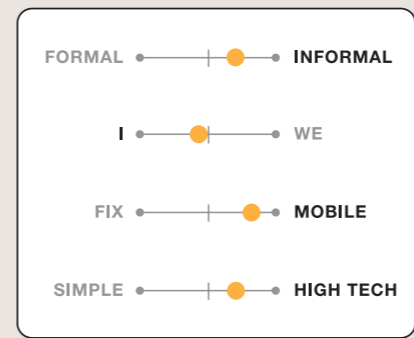


Formal round table meetings are also a sign of a strong communications culture. The space available, its appearance, acoustics and equipment must be right. **This is why practical and usable conference rooms should**

always be bespoke solutions! Nothing should stand in the way of lively debate within the team. This improves collaboration increases identification with the task and the organisation, allows information to flow and raises productivity.



B5574



Steelcase workplaces, laid out with Forward or FreeWall, **support the transition between individual and team work.** The core structure is fixed while the desks are free to move around instantly creating meeting tables for group discussions.

Welcome to the “mobile” office

Project teams like using “in-between” areas but these must offer quality. This can be provided with movable tables and chairs together with **spaces that create stimulating environments that encourage interaction.**



THINK

A2035



FREEWALL2

B2155



FORWARD

B0149



WERNDL #1

B5581

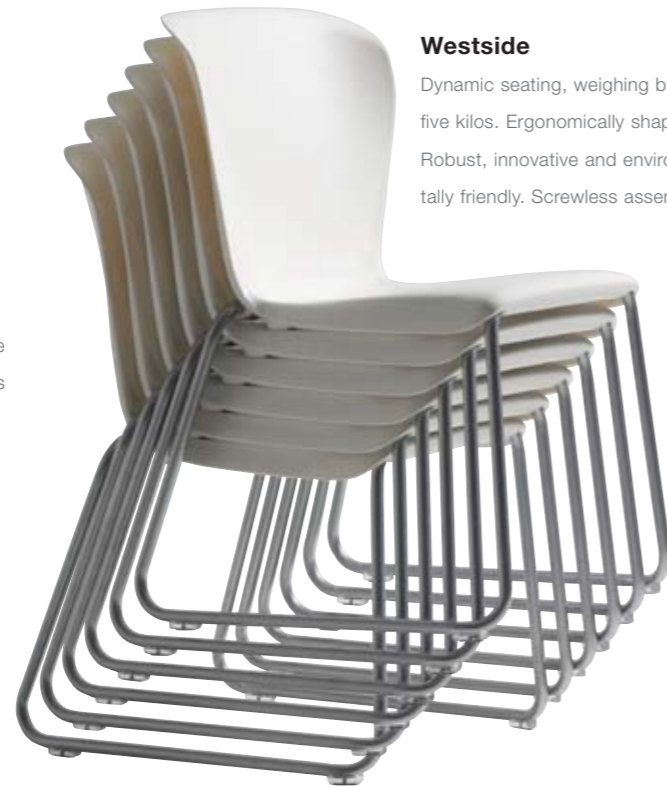
FLEXIBLE



B5583

TNT* Nomads

A workspace for meetings, conferences and in-between solutions. TNT* offers a wide range of nomadic table shapes and combination possibilities that allow you to quickly change configurations for different purposes.



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Westside

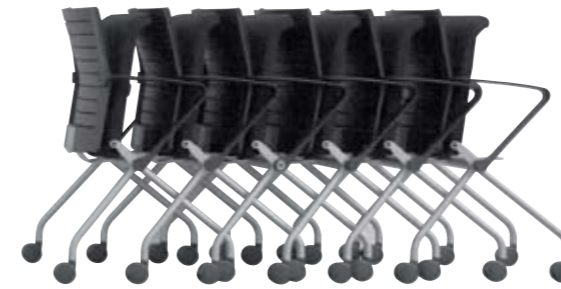
Dynamic seating, weighing barely five kilos. Ergonomically shaped. Robust, innovative and environmentally friendly. Screwless assembly.

Eastside

Multi-use visitor's chair with deep seat, high back and ergonomic foam upholstery. Stackable. With or without castors. Ideal for conferences, improvised meetings and teamwork.



B2806



B5625

Werndl #1

Compact storage – and always at hand for conferencing in small groups or large seminars. The ultimate in functionality and comfort.



B5606

Rio-Garage

In appearance, acoustically and for storage, Rio partitions are a perfect solution. Stylish cover for what is not actually in use.

FlipTop2

Folding teamwork and meeting table. Space-saving storage. Various top shapes. Can be electrified with NetTower.



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B5557

B5555



B5588

TouchDown2

Movable meeting or upright table with four top shapes, adjustable from 680 to 1120 mm.



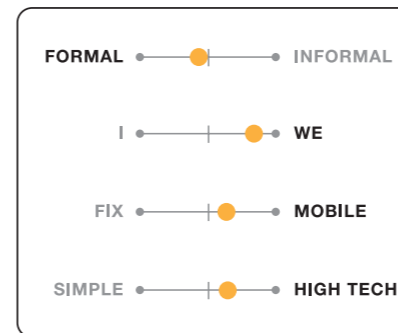
B5621

ZikZak

Lightweight sight screen, red dot award. Can be multiply linked, freely adjustable corner angle, use anywhere - from workplace to meeting zone.



All situations shown here have one thing in common: free combination. This should be equally available in open and closed conference rooms. **It makes them multi-purpose, from classical conference to training session.**



Clever products that can be put to use with no great effort reduce the costs for conference rooms because they increase the rate of use.

Anything that can be wheeled, folded, combined, stacked and stored without problem contributes to the multiplicity of uses – for meetings, conferences, project work or training sessions. Be convinced!



EASTSIDE



FLIPTOP2



WERNDL #1



COMMUNICATOR2

HIGH-TECH

SIMPLE



B5587

RoomWizard

Network-based, interactive viewing system for meeting rooms, developed for Steelcase by PolyVision.



B5585

CopyCam

Captures the notes on the whiteboard and makes them available digitally.



B5592

Catering-Moby

Your snack-bar on wheels. Serves hot or cold drinks. The ideal companion in meetings.



B5558

Pinboard

When everybody writes, it is the pinboard that shows the result. A freely used standard, don't be without it!



B5544

Communicator2

The silent servant, on castors for mobility, both media unit and presentation tool. With shelf supports and drawers for organisation.

NetTower

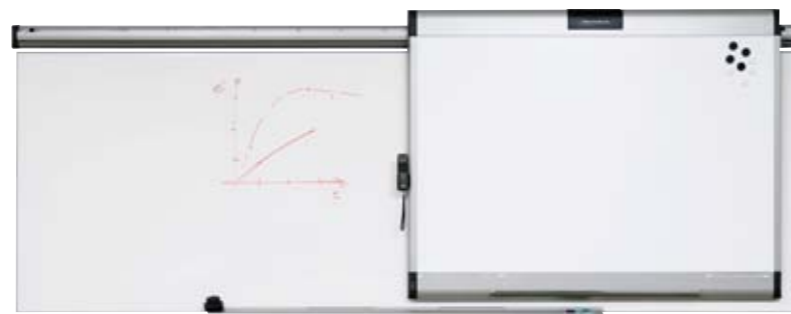
Free-standing, mobile electrification module, ends in a multiple outlet with cover flaps.



A0983

Whiteboard Walk-and-Talk

Stores the notes on the whiteboard in combination with a projector. Interactive working for inspiration.



B5570



B5561

Infotainer Rail

For hanging whiteboards etc. or even for jackets - just functional!



B5559

Flipchart

A flipchart is a basic tool for conferences. It should be movable and adjustable in height.



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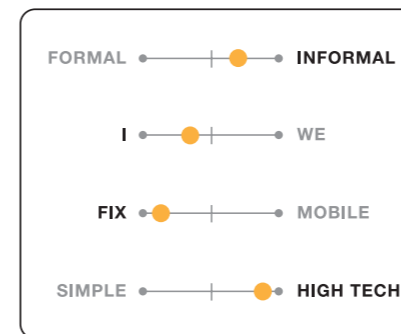
Speaker's lectern2

Speaker's lectern with adjustable height, on castors. Front space for company logo or motto of the day.

TOOLS

TOOLS

Some meetings have their own needs for example the video conference. On the world data-highway, the office no longer has a fixed address. Instead, **picture and sound signals can bridge continents**. This “switching in” of external participants needs a certain privacy.



The acoustics must be right. This means either reserve a separate room or create a room within a room. The latter can be achieved using Forward (completely closed or partly open). What is important is **the optimum combination of sound absorbing and sound reflecting surfaces for audibility and clarity.**

Equally significant is quick access to power and data by using NetTower in the centre of the table or clearly visible to all, on walls and shelves. Not to be forgotten: the lighting – artificial or daylight – and possible reflections in surfaces.



TENARO II



SUMMIT2



THINK



EASTSIDE



FREEWALL2
MEDIA SUPPORT



***The future needs ideas.
We are working on creating
solutions for a better place
to work.***

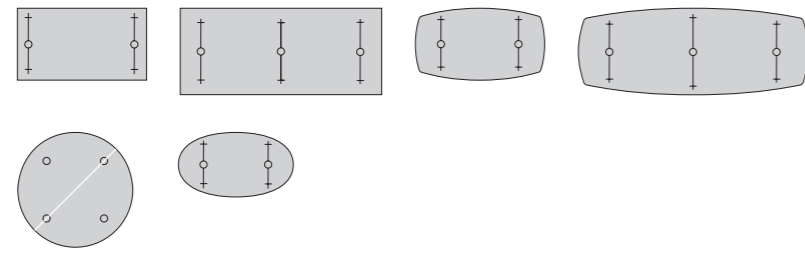
For every task, the right kind of table...

...in the appropriate size

Summit2



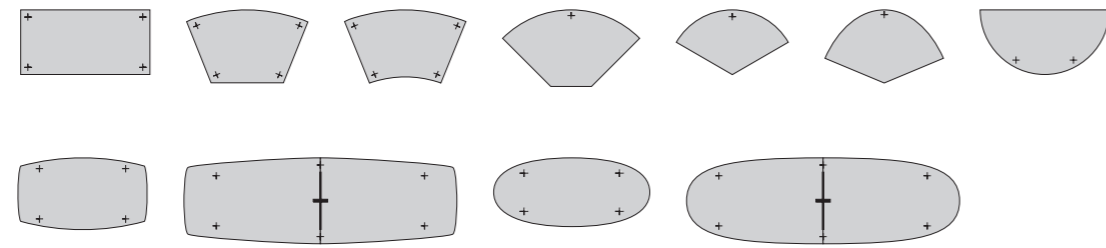
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Quba II / Vitesse II



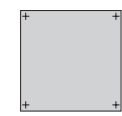
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FrameOne



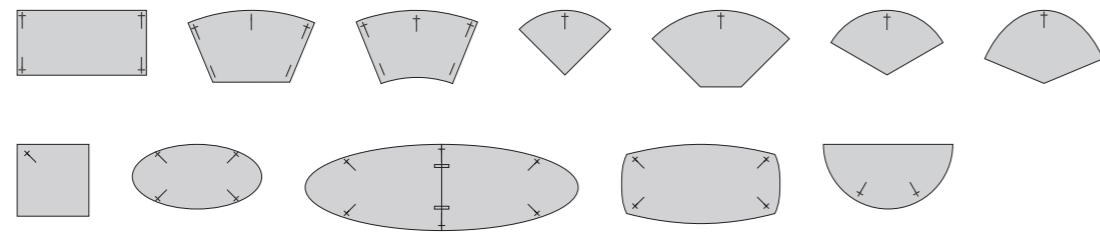
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Frisco



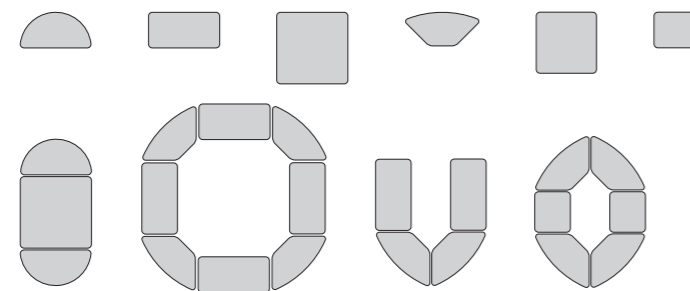
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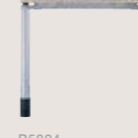
Movida



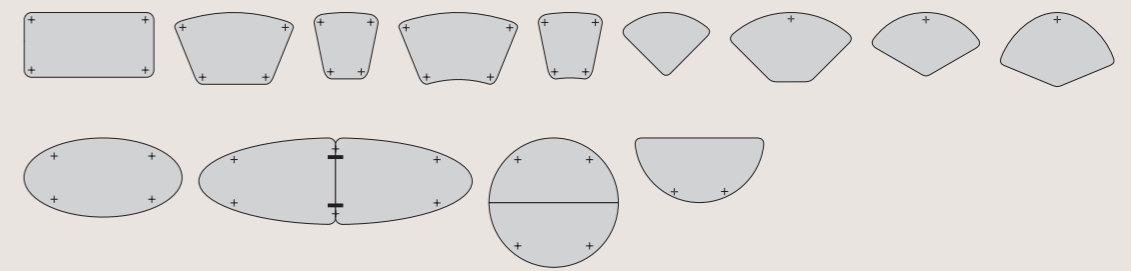
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Quadrino



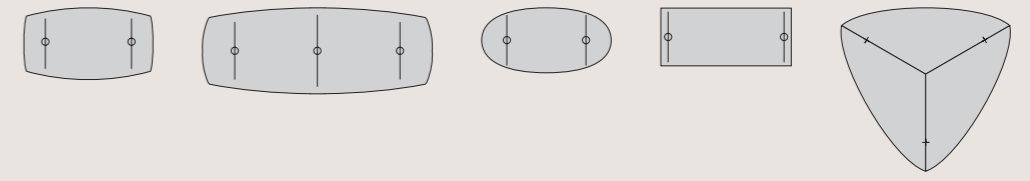
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Tenaro II



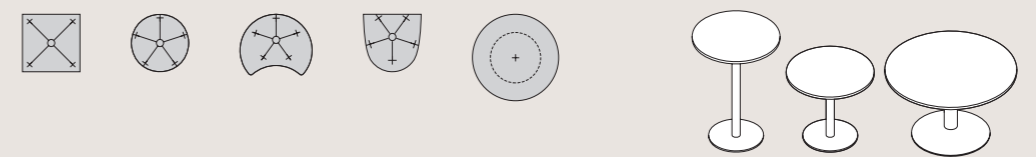
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TouchDown2



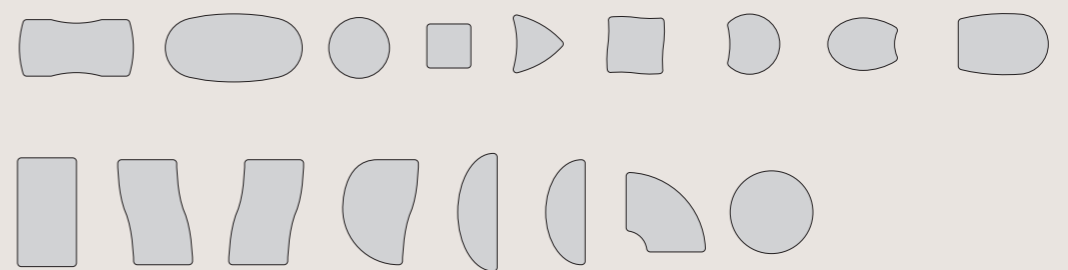
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TNT* Nomads



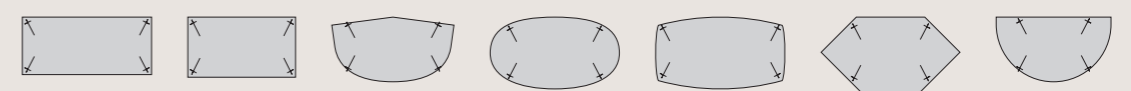
B5863



FlipTop2



B5806



Werndl #1



Think



Eastside



Westside



B Free Lounge



Ripple



Bix



Sidewalk

