



Face-to-face meetings drive results in technology

It may sound counterintuitive, but some of the most exciting advances in technology emerge from face-to-face meetings. Tech leaders know that bringing people together is key to winning new business, increasing visibility and building personal relationships with consumers.

Meetings Mean Business

The tech industry evolves at an exponential pace. Companies are expected to innovate unceasingly, while minimizing security risks, navigating a complex regulatory landscape and attracting and nurturing new talent. They must be vigilant about opportunities for short- and long-term growth. Yet, their employees are often separated by hundreds or thousands of miles, juggling competing needs for their attention.

Today's tech leaders are discovering that to move ahead, they must bring people together. Since Steve Jobs and Steve Wozniak first sat together in a garage to sketch out the idea that would become Apple, face-to-face conversations have driven the tech industry. When tech executives and workers; developers and designers; clients and consumers



“ Meetings force you to get together, to talk... [and] when you do, then stuff gets done.

– Dara Khosrowshahi
CEO of Uber

come together, they exchange ideas, identify needs and brainstorm solutions. Such meetings foster creativity and strong interpersonal relationships—the core of every business decision.

Building Trust: Developing Relationships and Enhancing Team Dynamics

Teleconferencing, searchable chat platforms and other collaboration tools make it easier than ever to communicate. But when tech leaders are looking to forge meaningful human connections—whether with existing teams or potential new hires—they meet in person.

In the quest for new talent, connection is key. Companies draw the best talent by crafting a strong presence at trade shows, conferences and industry events.

Once employees have been brought onboard, face-to-face meetings build cohesion and a dynamic corporate culture. As employees increasingly work remotely, such meetings can boost morale and



We only do business with people we trust, and a great way to generate trust is to be able to meet them face-to-face.

- C-Suite executive in tech



create a sense of community. In-person meetings allow workers at all levels of a corporation to provide and receive feedback, feed off others' ideas and make connections across teams and divisions.

Face-to-face meetings provide tech leaders with opportunities to connect with those outside the organization. Interacting with customers, whether at trade shows, conferences or special events, builds trust and loyalty—an invaluable component of long-term success. Such meetings also enable tech companies to build partnerships with other industry players, providing opportunities to expand offerings, embrace a new customer base and ultimately grow revenue.

Boosting the Bottom Line: Winning New Business and Delivering Results

One of the biggest challenges facing today's tech leaders is a decline in brand loyalty. Consumers are bombarded by options, with new innovations hitting the market daily. Tech companies can break through the noise by meeting customers in person.

When customers engage directly with company representatives, they can put a name and a face to a brand. And when they experience products firsthand—interacting with new features and interfaces—they are more likely to purchase them. Offering feedback on new products gives customers a sense of ownership, making them not only more likely to make an initial investment, but to stick with



the brand for years.

Moreover, this feedback enables companies to better understand consumers' evolving needs and develop solutions. A tradeshow chat, a panel discussion or a conference's headlining talk could spark the next big idea. Tech leaders must constantly refine their brands to meet the demands of consumers, investors and stakeholders. In this regard, the return on investment for face-to-face meetings is unmatched. There is no better way to gauge the market's momentum.

For startups, face-to-face meetings are particularly impactful. The founders of successful startups stress the importance of meeting with potential investors face-to-face. They pound the pavement, presenting at trade groups, business associations and conferences. They understand the value of communicating their vision with those around a table. They look potential collaborators and venture capitalists in the eye, shake hands and open a dialogue. That's how business gets done.

Positioning for Success: Investing in Face-to-Face to Address Industry Needs

Whether tech companies are navigating challenges in cybersecurity, regulations or innovation, in-person

Four in five

C-suite executives believe they have **attended an in-person meeting, conference or event** that would not have yielded the same success as one conducted via video or telephone conference.



meetings equip leaders with the tools for success.

Take cybersecurity. Sharing sensitive data through digital networks, whether email, instant message or the cloud-based computing can leave companies vulnerable to data breaches. The safest way to share this information? In person.

Face-to-face meetings also provide a guide through regulatory challenges, especially those related to privacy and security concerns. Meeting with policymakers, entrepreneurs and colleagues can help tech leaders stay on top of a complex regulatory environment—and quickly identify solutions to emerging problems. Such meetings also help companies strengthen important relationships with suppliers and contractors.

More than any other sector, tech companies must constantly adjust their strategies and products. Industry conferences and events provides professionals with concrete skills and sector expertise that can help companies stay ahead. Nurturing a corporate culture that values continued

employee education and training increases retention, employee engagement and overall satisfaction.

Face-to-face events provide unparalleled opportunities for tech companies to craft their image. Panel discussions, talks and product launches enable companies to hone a reputation as thought leaders and innovators. These events bolster the company's image within the industry and make them more attractive to consumers and investors.

Industry Case Study

From massive industry-wide conferences to chats over coffee with colleagues, meetings lead to results.

www.cnn.com/2018/08/23/why-ceos-at-google-facebook-and-linkedin-love-walking-meetings.html

To learn more about leveraging the power of face-to-face meetings, visit: meetingsmeanbusiness.com

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