



Whitepaper • April 2022

Read's State of Virtual Meetings

Q1 2022 Benchmarks – 1 in 5 Meetings Are Bad

Based on 3MM+ meeting minutes measured in less than six months, Read has identified the opportunity to reduce at minimum the number of meetings by 20% with 20% fewer participants, resulting in a 20% better meeting experience.

Read is able to measure video conference calls by joining as an attendee and measuring audio and video in real-time to generate meeting metrics. This measurement is possible based on Read's Chief Meeting Officer Suite with Meeting Manager, Executive Assistant, and Meeting Navigator.

"Read's Chief Meeting Officer Suite is responsible for preventing meetings about meetings," said David Shim, Co-Founder and CEO of Read. "By introducing measurement to every meeting, Read makes sure that every meeting on your calendar matters."

Results

With 1 in 5 video conference calls being bad, benchmarks and real-time data are needed to understand how to make meetings better. Read, through its Chief Meeting Officer Suite, has measured over 3MM meeting participant minutes across Zoom, Microsoft Teams, Google Meet, and Webex. Read metrics are based on analysis of facial and verbal elements of all meeting attendees to assess how people are reacting (positively, neutrally or negatively) as well as their level of involvement and interest in the form of engagement.

"Time is our most valuable resource in life and work," said David. "Read brings a level of accountability to meetings that returns time back to employees and companies."

Read Metric Definitions

Meeting Score: A measure of how the meeting is going overall. Calculated by the combined engagement and sentiment scores.

- Good: 80 to 100
- Average: 70 to 79
- Bad: 0 to 69

Engagement: is a measure of participant(s) attentiveness in the meeting, measured by audio and visual cues.

Sentiment: is a measure of participant(s) attitude towards the meeting, measured by audio and visual cues.

Late Start: Meeting start is at least 1 minute after the scheduled start time

Overage: Once a meeting exceeds 1 minute past its scheduled end time

"You can't improve what you can't measure" - Peter Drucker

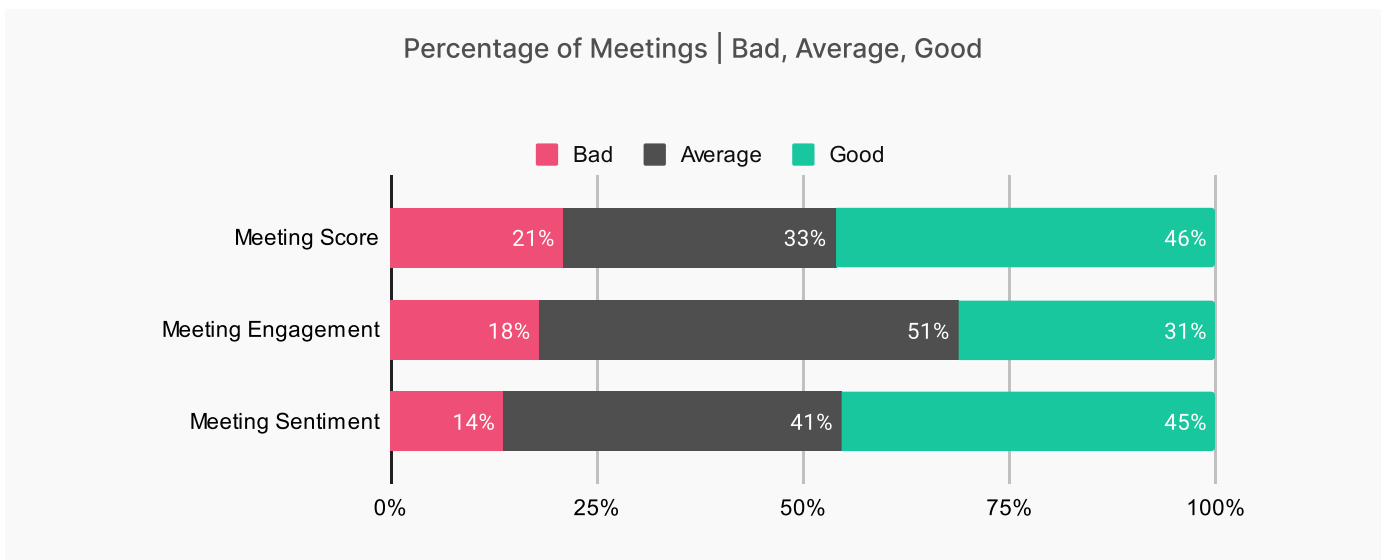
By introducing the first set of industry benchmarks on the health, quality, and experience for video conference meetings, Read is introducing the concept of better meetings through measurement. Since launching September 2021, Read has measured over 3 million meeting minutes by applying AI to video and audio to understand "how the meeting is going" and "how it went".

"Half my time spent in meetings was wasted; the trouble is, I don't know which half." - Everyone

This is a repurposed quote from John Wanamaker about advertising, but directly applies to meetings as well. In sharing these meeting benchmarks, Read is setting markers for the 500 million people who use video conferencing on a daily basis to understand where they stand, and what their potential is to create better experiences for themselves and other.

1 in 5 Meetings are Bad

With more than 50% of meetings being either bad or just average there is a clear opportunity to improve the interactions you have with the people you meet with each day. Using Meeting Manager you can optimize your meeting outcomes using several metrics to identify the differences between what makes a great meeting and a bad meeting.



Recommendation: Within Meeting Manager you can easily view which meetings had average to bad Meeting Scores. By reviewing the meeting reports for your underperforming meetings you'll be able to identify the moments when the Meeting Score declined along with the associated alerts and potential topics to avoid in future meetings.

Compare Your Meetings to the Averages

Benchmarks are segmented by Meeting level and Participant level. Use Meeting level benchmarks to compare if your meeting scores overall are better or worse than the benchmark and use Participant level benchmarks to compare how participants within your meetings compare to the benchmark.

- Meeting Level Example: If more than 1 in 5 of your meetings have below average meeting scores then you are underperforming the Meeting Score benchmark
- Participant Level Example: If more than 24% of your participants spoke during a meeting then you would be outperforming the Conversation benchmark

Meeting

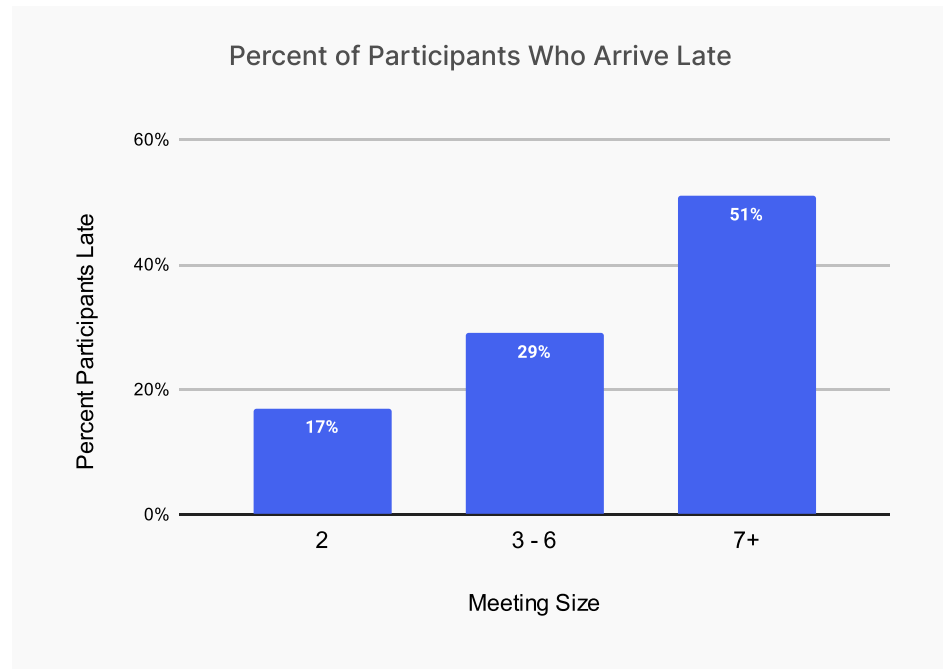
Metric	Benchmark
Meeting Score	21% of meetings have below average Meeting Score
Engagement Score	18% of meetings have below average Engagement
Sentiment Score	14% of meetings have below average Sentiment
Late Start	31% of meetings start late
Minutes Start Late	On average 3.3 minutes will pass before the meeting begins. For an average meeting size of 6 that is 20 minutes wasted.
Overage	51% of meetings go past their scheduled time

Participant

Metric	Benchmark
Meeting Score	In a given meeting, 25% of participants have below average meeting score
Engagement Score	In a given meeting, 24% of participants have below average engagement
Sentiment Score	In a given meeting, 15% of participants have below average sentiment
Conversation	In a meeting with 3+ participants 24% don't say a single word

30% of meeting participants will arrive on average 3.7 minutes late to your meeting

The percentage of attendees that arrive late to meetings increases as the meeting size gets larger. Once meeting size exceeds six, attendees can expect half of participants to arrive late.



Recommendation: Reduce wasted time by making sure to invite only necessary participants.

Use Read Meeting Manager to track if there are consistently late participants and determine if they are required for the meeting, if not, remove them from the invite list. If they are required, propose adjusting the time of the meeting or asking the participant(s) to make adjustments to their schedule knowing that 51% of meetings go over by at least a minute.

Use Read Executive Assistant (EA) to keep the meeting on schedule with the built in Meeting Timer. If you notice that too much time has been spent on a single topic you might suggest moving on, or coming back to the topic if time permits at the end of the meeting. Using EA's Talk Time metric you will be able to see if a single person is dominating the conversation, and ask if others would like to contribute their perspectives.

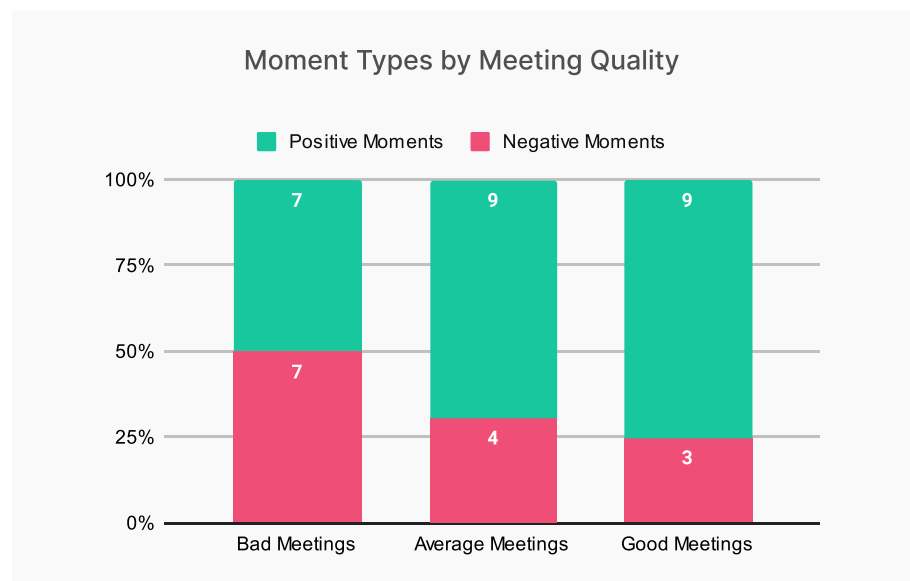
In a given meeting, 24% of participants aren't engaged

Meeting Size # of Participants	Percent Participants Not Engaged	Explanation
7+	40%	In meetings with 7+ participants, on average 40% of attendees are not engaged
3-6	24%	In meetings with 3 - 6 participants, on average 24% of attendees are not engaged
2	11%	1:1's typically have higher engagement, however, some still are below average

Recommendation: Keeping all participants engaged becomes harder as meeting size increases. Over time invitee lists get bloated, roles change, on a quarterly basis for recurring meetings revisit the attendee list. Simplify this optimization process by using Read Meeting Manager to understand who is and isn't engaged in the conversation, participation rates, and attendance over time.

There are 4 negative moments in an average meeting, in a bad meeting that number doubles to 8

Moments represent significant positive or negative changes in meeting metrics that provide opportunities to correct in real-time.

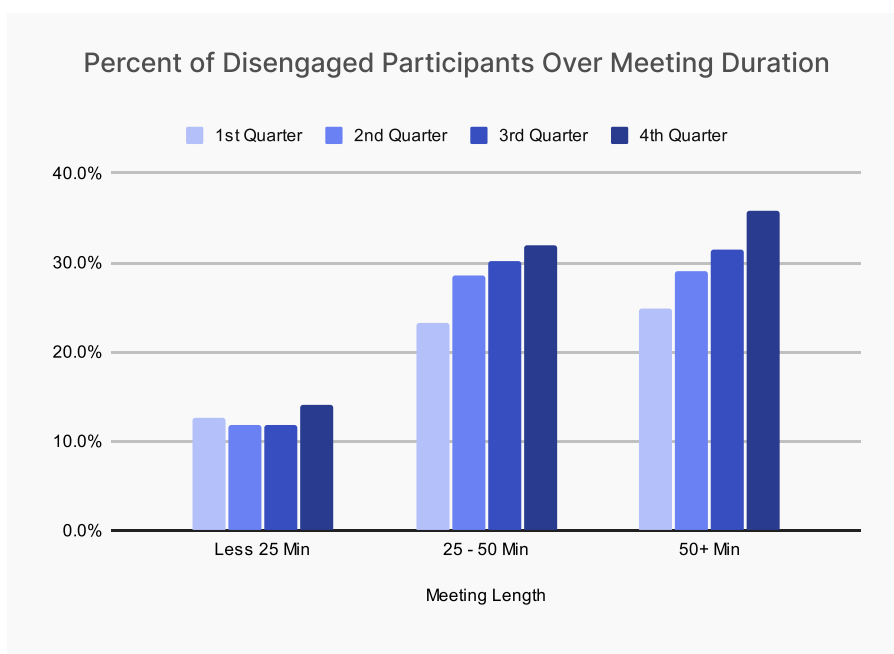


Recommendation: With Read Meeting Navigator, attendees can be alerted to moments, e.g. “Sentiment decreased based on conversation among 2 participants,” so action can be taken in real-time. By avoiding just 1 or 2 negative moments could mean the difference between a bad meeting and a great meeting.

Engagement drops by 16% from the start to end of the meeting

The longer the meeting the larger number of disengaged participants.

In meetings longer than 50 minutes there are 43.8% more disengaged participants in the last quarter of a meeting than in the first.



Recommendation: As a meeting goes on more participants will become disengaged, making it crucial to prioritize the information you want to share, with the most important information being communicated as early in the meeting as possible.

Whether you are the host or a participant, if you have something to share, know that attendees are most attentive at the start of the meeting. Share Meeting Navigator with your team so that they can see when engagement starts to dip and collaborate to correct. Post call, use Meeting Manager to identify meetings with low engagement and meeting scores and determine if it is a one-time occurrence or a trend.

About Read

Read (<https://www.read.ai>) enables better meetings through measurement through a team of products as part of the Chief Meeting Officer Suite. The team of products that make up the Chief Meeting Officer Suite includes Read Meeting Manager, Executive Assistant, and Meeting Navigator, which are designed to deliver insights in and across meetings.

Read's mission is to make every human interaction meaningfully better, smarter, and happier starting with the more than 500 million people worldwide using Zoom, Microsoft Teams, Google Meet, and Webex every day.