

THE USE OF VIDEOCONFERENCING
IN THE MEETING INDUSTRY

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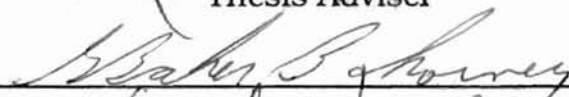
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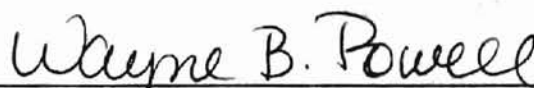
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INTRODUCTION

There will be substantial growth in the number of videoconferencing systems sold between now and the year 2002, particularly in the desktop videoconferencing marketing according to Data-Quest's Ramnrayan. Frost and Sullivan, in Mountain View, California -another high-tech industry research firm- reported that the total U.S. market for videoconferencing systems and related services will grow from \$2.9 billion in 1996 to a staggering \$34.76 billion in 2002. (Harler, 1997).

Communication technology is being adopted by corporate America at accelerated rate that looks more like a tidal wave than a trend. (Meeting Managers Must, 1997). Rather than diminishing the meeting planners' role, as some anticipate, videoconferencing is a tool that can enhance the importance of what meeting planners do for their organization. Carey believes anyone who says planners will lose the significance of their jobs because of advancing technology has it backwards.

Meeting planners are well versed in dealing with hotels and other conference venues, and will continue to do business with those entities. It is clear that planners' contacts must now include technology

companies, for delivering the most value. However, meeting planners who do not understand how these technologies can help their firms will become obsolete. (Carey, 1996).

Research Question

The research questions presented in this study are as follows: are meeting planner members of the Meeting Professional International (MPI) chapters of Kentucky and Illinois using Videoconferencing and taking advantage of the benefits this new technology offers? Do meeting planners of the MPI chapters of Kentucky and Illinois see videoconferencing as a threat to their current role as meeting planners?

Purpose of Study

This study has been design to obtain a better understanding of what videoconferencing is and current uses of this new technology. In addition, this study has been designed to explore the usage of videoconferencing technology by the meeting planning industry and to explore the future of this technology.

Objectives of Study

The specific objectives of this study are to identify:

1. What type of meeting planners currently utilizing videoconferencing.

2. The type of meeting planners not utilizing videoconferencing.
3. What types of meetings are more conducive to the use of videoconferencing.
4. The reasons why meeting planners are using videoconferencing
5. The reasons why meeting planners are not using videoconferencing.
6. And, determine whether meeting planners see videoconferencing as a threat to their current role
7. And, determine whether meeting planners foresee the use of this technology in the future.

Limitations

Following are the limitations of this study:

1. This study investigated meeting planner members working in the field at the time of the study, (1997-1998).
2. The study is limited to meeting planners belonging to Meeting Professional International, a professional organization for meeting planners.
3. The participants of the survey were limited to Kentucky and Illinois.
4. This study was limited by the willingness and ability of individuals surveyed in this study to respond, or complete the surveys in a timely and/or accurate manner.

Assumptions

Following are the assumptions made in this study:

1. An assumption was made that the Meeting Professional International (MPI) members were still in their current position.
2. An assumption was made that the individuals were still members of MPI
3. An assumption was made that the participants would respond honestly when answering survey questions.
4. An assumption was made that all participants were knowledgeable enough about meeting planning to actually answer the questionnaire.
5. An assumption was made that all the meeting planners surveyed are aware of Videoconferencing technology.

Definition of Terms

The terms in use throughout the study are defined as follows:

Association Planner- a full-time paid employee of a professional, trade, industry, scientific, and other types of association in which 97% are involved in involved in planning a major convention of which 68% plan one per year (Rutherford, 1990).

Audiovisual (AV) equipment- of or relating to both hearing and sight; items and equipment used to transmit messages for hearing and/or sight (Polivka, 1996).

Board of directors meeting- A smaller meeting but similar to management meetings, in which the top directives of a company convene to discuss essential, important and delicate matters (Weirich, 1992).

Conference- a formal interchange of views; a meeting of two or more persons for discussing matters of a common concern (Webster, 1978).

Convention- although Webster says that a convention is “an assembly of persons met for a common purpose” in today’s usage a convention usually consists of a dual meeting encompassing both the business for which the convention is called and a social interchange between attendees (Weirich, 1992).

Corporate Planner- an employee of a business in which one of their responsibilities is planning and execution of the details of meeting for the corporations’ employees, management, and owners (Rutherford, 1990)

Desk Top Video conferencing- use of a personal computer for video conferencing (Diamond and Roberts, 1996).

Educational/Training meetings – meetings held to update personnel in new company policies, methods and procedures. Usually smaller in size (Astroff & Abbey, 1998).

Independent Planner- private contractors who provide planning services directly to a client (Astroff & Abbey, 1998)

Incentive Meeting- meetings held during incentive trips given to employees, distributors dealers as a reward for top performance (Astroff & Abbey, 1998).

ISDN- Integrated Services Digital Network. A standard for digital communications (Diamond and Roberts, 1996).

Management Meeting- top corporate officers often find it advantageous to gather, away from the place of business to consider the “state of the business,” to discuss success and problems, to construct a plan for future growth, or sometimes to have a freewheeling, brainstorming session to arrive at diversification, new products or services, or simply a new slant on present business (Weirich, 1992).

Meeting Planners- plans and manages all details, activities, and interactions from the meeting's concept through the categories of activities of various types and sizes (Rutherford, 1990).

Meeting- the coming together of a group of people with similar interest to accomplish some predetermined purposes (Weirich, 1992).

MPI- Meetings Professional International. A professional association.

Network- multiple computers (or other devices) connected together so that data can be transmitted between and among them (Diamond and Roberts, 1996).

Sales Meeting- meetings held by product-oriented companies to motivate their employees, to set goals for the same reason, to reward past performances or perhaps to instruct salespersons about a new product or service (Weirich, 1992).

Seminar- a group of advanced students studying under a professor each doing original research and exchanging results through reports and discussions; a course of study; a meeting for giving and discussing information (Webster, 1978)

Meetings on a very specific subject, and conducted by recognized expert in the field and attended by persons interested in the subject matter who are willing to pay the required fee to attend and obtain the knowledge (Weirich, 1992).

Technology- the sum of the ways in which a social group provide themselves with the materials objects of their civilization (Webster, 1978).

Teleconferencing- technology that permits individuals to participate in regional, national, or worldwide meetings without actually leaving their local area: the live transmission of video and audio signals (Polivka, 1996).

Trade Show- may also be termed "exhibits" and consists of a series of exhibits, booths in which people show their wares, hoping to influence attendees towards ordering and/or purchasing (Weirich, 1992).

Transportation- act of transporting, means of transport or conveyance (Webster, 1978).

Video conference- video monitors connected by telephone wires, satellite technology or ground wires, which allow individuals to meet face-to-face from almost anywhere in the world. A videoconference may also include graphics, video clips, and transmission of data or documents (Polivka, 1996).

WAN- Wide Area Network. Channels of communication provided by long-distance carriers that enable traditional videoconferencing to take place (Diamond and Roberts, 1996).

Workshop- a usually brief, intensive educational program for a relatively small group of people in a given field that emphasizes participation in problem-solving efforts (Webster, 1978). While a seminar has an expert in the field to present information for discussion, a workshop is a group of people in the field getting together to solve a problem or situation (Weirich, 1992).

CHAPTER II

LITERATURE REVIEW

Introduction

The use of videoconferencing by business professionals has increased rapidly over the last decade and it is expected to grow at a faster pace in the coming years. Just as the conference call became the staple of corporate America in the 1980's, the videoconference is making similar headway by allowing business people to see and hear one another while sharing information. A recent study conducted by Pelorus Group in Ratritan, New Jersey, concluded that the use of videoconferencing will increase more than 150% by the year 2000 among US companies (Greene, 1996).

Videoconferencing, once a clumsy technology in which on-screen participants moved jerkily and responded to questions only after confusing delays, is improved and growing rapidly. Industry sales of videoconferencing equipment climbed from \$350 million in 1992 to a projected \$7 billion in 1997, even with the sharp reductions in the cost of individual systems. The number of systems in operation was close to 50,000 worldwide, with an annual growth rate of 100%, according to USA Today Magazine (El-Hai, 1996).

Clearly, videoconferencing is already an integral part of the way many Americans do business, but for the most part, meeting planners are on the outside looking in. The planners need to be involved with these virtual meetings. With this new technology, the planner will have more options to offer internal customers, and the nature of meetings themselves could change (Ghitelman, 1995).

The following pages of the literature review explore the effect of technology on the meeting industry. The literature review also describes what videoconferencing is, the benefits, advantages and disadvantages. The literature review concludes with a summary in which videoconferencing is presented as a compliment to the meeting industry and not as a threat to the current role of the meeting planner.

How is Technology Affecting the Industry

The impact of technology on the meetings industry is often viewed as a competition between electronic vehicles for education and communication, and the traditional face-to-face meetings. Rather than eliminating the meeting (and with them the meetings planner), enhanced communication through advances in technology are generating more reasons for people to come together in the traditional format. Advances in technology are bringing together new groups of people who will demand a chance to meet in person (Polivka, 1996).

Technology has always been considered a threat to the status quo. But time after time it has been shown that when creatively applied, technology allows users to reach out and develop new sources of business (Fehr, 1997). Every business depends on a variety of activities to be successful and profitable. These include high customer satisfaction, maximum productivity, and minimization of costs. In other words, achieving better results with fewer resources. Customers expect high satisfaction, and more productivity and the hungry competition is quick to provide it. Technology, more often than not, has played a role in reaching each on the aforementioned objectives (Brooks, 1996).

People are no longer interested in talking heads. They want interactive learning, they want jazzed-up presentations that can match the sensory intensity of television. The good news is that technology can help planners deliver professional interactive presentations. As planners master technology, it will give them the competitive edge (Rousseau, 1998).

Technology's focus on enhancing communications, the presentation of ideas and information makes it a powerful tool to assist meeting professionals. As we learn how to use technology to its fullest potential, we will be able to significantly enhance almost every aspect of the meeting (Meeting Managers Must Move, 1997 Annex).

Technology is not just another challenge, it is the challenge of a lifetime for today's planner (Rousseau, April 1998).

What is Videoconferencing

Videoconferencing adds video images to voice telecommunications among two or more locations. It creates a "virtual reality" of being in the same room with people who may be thousands of miles away. Anything accomplished in a face to face meeting can be accomplished in a video conference; such as: hold discussions, create and display graphics, demonstrate products etc (Diamond. & Roberts, 1996).

In the following pages we will be exploring:

1. Types of Videoconferencing.
2. Ways in which videoconferencing may be transmitted.
3. Applications of videoconferencing.

Types of videoconferencing:

Videoconferencing systems have one or more of these capabilities to be able to link people together for multiple purposes according to Lynn Diamond, Ph.D. and Stephanie Roberts:

Multipoint-to-Multipoint:

Both audio and video transmission are two-way among multiple sites although you can hear and see one site at the time.

Point-to-Multipoint:

Video is one-way: it originates at one site and is received at multiple sites. Audio is two-way: all sites can hear each other. Point-to-multipoint is frequently used for distance training.

Point-to-Point:

Some systems can hook up with only one other site at the time. Video for this type of systems may be one-way. However if the system is used with a multipoint capability for a two-site meeting, that conference also is called point-to point and both audio and video are two way.

In review the types of videoconferencing: multipoint-to-multipoint, point-to-point, and point-to-multipoint, refer to the capabilities of both audio and video as well as the number of sites that can be involved in the videoconference.

Transmission Technologies:

There are different ways in which images and sound can be transmitted during a videoconference according to (Videoconferencing Know-How, 1996).

Satellite:

Satellite videoconferencing is probably the most popular method and usually the most expensive. A venue that has good links to a satellite dish must be chosen and there must be ample time for testing. Conferencing via satellite offers less flexibility than other methods, since you must book a specific block of time for the link. Pricing is an issue that must be investigated carefully, especially if sites on different continents are being linked, as prices vary greatly. For example, the price on a one way link between London and Singapore is less expensive than a link from Singapore to London. Satellite can be the cheaper option if a multitude of centers are to be involved. For Example if you are going out to 15 centers the fixed cost would be the cost of the initial uplink and satellite.

Integrated Services Digital Network (ISDN):

Transmission of sound and video is via telephone lines, is an increasingly popular and much cheaper alternative to satellite. However,

the picture quality is not as good. While using more lines increases the picture quality, the ISDN picture tends to dissolve and re-form. There is a delay in the transmission of the image, therefore a speaker who moves about during the presentation or uses his or her hands to make a point, will project a blurred image. Consequently this method is best used for more static presentations, not dynamic, fast-moving events such as product launches.

To utilize this technology, a venue with ISDN links must be chosen. These conferences are billed according to the time spent on the line. Unlike satellite, there are no restrictions. Note that in the United States, France, and Germany this technology is somewhat more regulated than in other countries. Consequently, it is important to be sure the ISDN standards can be matched if videoconferencing will be conducted on an international basis.

Landlines:

Landlines are the equivalent of cable TV, and despite their name, they cross the Atlantic. Conference planners can rent landlines from AT&T or British Telecom. This is less expensive method than satellite, but more expensive than ISDN. To use this technology requires fewer people and less equipment than utilizing satellite. Users are charged for the cost of the telephone call at landline rates. Many firms prefer this

method, since information can be more securely transmitted than by other methods.

Microwave:

Microwave units are much smaller than satellites and require clear sight lines from one dish to another-an important consideration when choosing a venue. Because there can be no obstructions between dishes, they are best used for transmittal across one city region to another. It is possible, however, to cover a wider distance by using a series of microwave dishes to bounce the transmission from one dish to another.

Because microwave dishes are smaller and lighter than other technologies, they are easier to place. Microwave technology is more expensive than ISDN and landline technology, but cheaper than satellite. Picture quality can be equivalent to that of a live TV broadcast.

The type and number of cameras are also a consideration. For an ISDN conference, a small, static camera will suffice, if the presentation is basically one person addressing a group from a desk or lectern. But for more sophisticated presentations, the highest quality broadcast cameras should be used. For a very dynamic product launch or awards program, more than one camera is needed. This is particularly important if there will be audience participation in the videoconference.

In review, different transmission technologies require different types of equipment and budget. The different types of technology will deliver different kinds of results, and the meeting planner should understand the nature of the meeting to appropriately choose a type of technology.

Applications of Videoconferencing :

Advances in hardware, software and transmission technologies have combined with market sectors to bring a broad spectrum of applications much closer to reality. These applications fall within three broad categories according to Managing Office Technology, May 1996:

Desktop:

When most business people think of videoconferencing they are thinking about desktop-to-desktop (point-to-point) communication. Increasingly common in very large corporations, the hardware normally consists of proprietary cards that plug into a desktop computer, a modem, and tiny video camera. The video, data, and voice transmission usually uses company's wide area network (WAN) or digital phone lines (ISDN). Although older systems only permitted two way communication links, most new systems allow several people at multiple locations

simultaneous access through a central bridge. Data can be displayed, downloaded or uploaded upon request while conversations take place.

Small Audience Broadcasting:

In this form of videoconferencing a small group of people, (three to six), gather in a specially equipped room to communicate with another group of people in a similarly equipped room. Transmission typically is transmitted over ISDN lines, and is often projected onto a screen.

Large Audience Broadcasting:

Large-audience corporate interactive broadcasting is the high end of the videoconferencing, and in many ways it resembles a commercial television broadcast. All the same capabilities exist for interactive and data transition, but the nature of the event and its support systems are such that video transmissions are usually of commercial broadcasting quality. Corporate interactive broadcast is almost exclusively used by Fortune 500 companies due to its cost. Audiences at each site are larger, usually more than 50 and often more than 200. The meeting itself is more structured than either point-to-point or room-to-room videoconferences. There are frequently large sets, props, special lighting and sound requirements, broadcast-quality video cameras as well as producers and directors, and technicians. In addition to digital land

lines, frequently it involves satellite, microwave and fiber optic transmissions.

In review videoconferencing transmission varies in price, picture quality and ease of installation. The informed planner should review the various methods with an eye of efficiency and economy.

What are the Benefits/Advantages

This section will explore how videoconferencing can help organizations gain a competitive advantage by focusing on the main advantages this technology has to offer: cost savings, time savings and increased productivity. Every business depends on a variety of activities to be successful and profitable. These include: higher customer satisfaction, maximum productivity and minimization of cost (Brooks, 1996).

The goals of videoconferencing have not changed in more than a decade: increase the productivity of scattered individuals and groups by enhancing simultaneous, real-time information sharing through voice image, data, and video communications. The most widely recognized benefits of videoconferencing are the time and cost savings that result when people in different places no longer have to travel in order to meet together. The strategic advantages of videoconferencing, however, go far beyond travel related dollars. To many organizations, time and

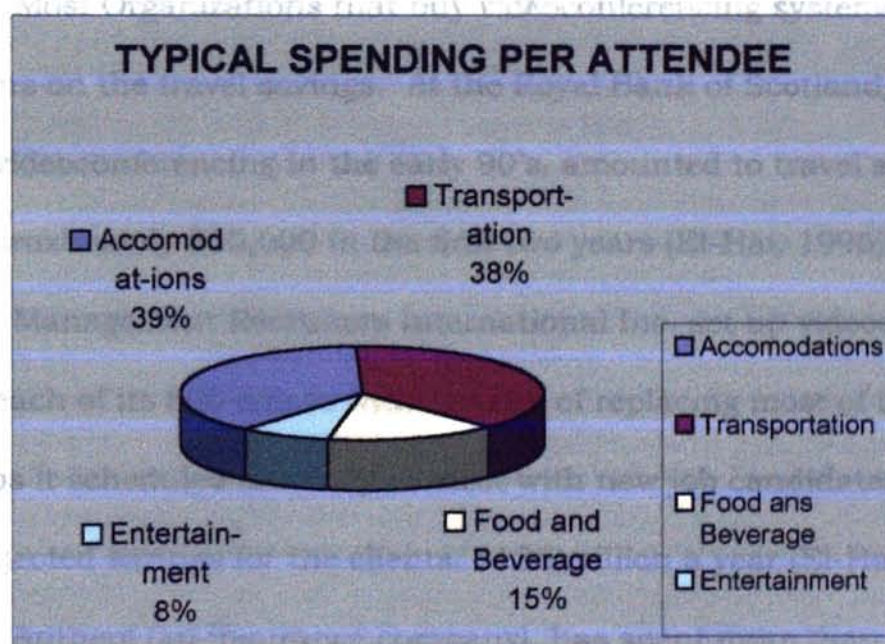
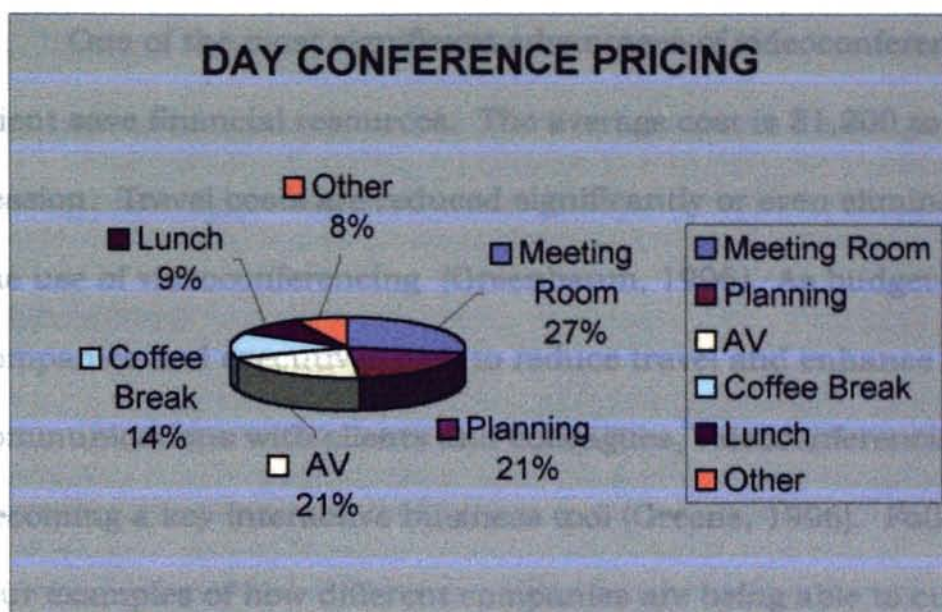
productivity are of greater long-term importance than the money saved from reduced travel expenses (Diamond & Roberts, 1996).

Following are application examples of videoconferencing by different companies classified under the most common benefits this technology offers: costs savings, time savings and increased productivity. The applications come from many industries, but the benefits can be achieved by anyone.

Costs Savings:

Technology costs have come down to the point that the amount of money spent on travel, hotel rooms, meeting space, meals and lost productivity could very well exceed the cost of meeting over meeting format (Carey, 1996).

Following are two charts on average. The first chart displays the typical cost of a conference at a per day ratio (Kats, 1998). The second chart displays the average of a conference in a per person ratio (Parker, 1997).



One of the most significant advantages of videoconferencing is client save financial resources. The average cost is \$1,200 to \$1,400 per session. Travel costs are reduced significantly or even eliminated, with the use of videoconferencing (Greenbaum, 1996). As budget-minded companies and executives look to reduce travel and enhance communications with clients and colleagues, videoconferencing is becoming a key interactive business tool (Greene, 1996). Following are four examples of how different companies are being able to cut cost by implementing videoconferencing to their meeting portfolio:

1. Most Organizations that buy videoconferencing systems, initially focus on the travel savings. At the Royal Bank of Scotland, a conversion to videoconferencing in the early 90's, amounted to travel savings of approximately \$50,000 in the first two years (El-Hai, 1996).
2. Management Recruiters International Inc. set up videoconferencing in each of its 600 offices with the aim of replacing most of the 90,000 trips it scheduled annually to meet with new job candidates. Its projected savings for the clients: \$135 million a year (El-Hai 1996).
3. Anthem (an insurance company), has spent more than \$500,000 on the new technology. Henderson, project manager, thinks the insurer has saved more than a million dollars in mileage reimbursement and lost productivity caused by time spent on the highway. "We think it takes about seven months for the unit to pay for itself" (Monk, 1996).

4. Erricson maker of mobile phones, uses videoconferencing systems and has saved as much as \$400,000 on travel and meeting expenditures during one single week (Rousseau, 1998).

Time Savings:

The real savings, however, is in time. Neither group has spent two or more days away from their primary work location, and they can still share all the needed information (Videoconferencing: Ready , 1996). Videoconference is saving time. Rather than traveling for hours to attend an hour long meeting or give a twenty minute presentation, participants are able to gain many of the benefits of “face-to-face” contact without leaving the office (Poliva, 1996).

Following is a statement made by a manager at Fordstar regarding the time-saving advantage of videoconferencing. Economic reasons clearly are the factor, and include not only the measurable, “hard-dollar” benefits of reduced travel-related costs, but also “soft-dollar” advantages such as improved information sharing and productivity due to meeting attendees being in the office more often. “The most important value to any firm is time”, says Larry Conley, manager of FORDSTAR (Carey, 1996).

When you can communicate and collaborate without leaving the desk, companies save on both out-of-pocket expenses (airfare and hotel rooms) and the downtime of the people involved (Harler, 1997).

Increase in Productivity:

Productivity is increased thanks to a variety of reasons: better communications, faster problem solving as well as decision making, and faster turnaround time and product introduction. Problems can be brought to the team, rather than transporting the team to the problem. Decisions can be made quickly with all the key team members involved. Salespeople stay in more frequent contact with customers.

Videoconferencing brings far-flung designers and project team members together to share documents and talk daily, instead on monthly. This type of collaboration has proven to reduce the cycle for introducing new products at hundreds of organizations (Harler, 1997).

Following are 12 examples of how implementing videoconferencing has helped these companies improve productivity:

1. At Hewlett- Packard, the videoconferencing boardroom is booked eight hours a day, and the technology is credited with hastening products development by 30% (Weiland, 1995).
2. Executives at athletic footwear makers Converse Inc. use videoconferencing between facilities to speed up the process that carries a shoe from early development to mass production (El-Hai, 1996).
3. Carla Periso, telecommunication meeting manager at the Waterford Wedgewood USA, said they can now introduce a product to market and average of six months earlier than before videoconferencing. For the

exclusive products, or one-time orders, they have noticed a turnaround of only three months, as opposed to the traditional nine. Decisions are made faster because people can see and hear one another (Rousseau, 1998).

4. David Dobrzynski , a spokesman for Reebok, called videoconferencing a “timesaver” that has shortened the period needed to bring shoes to market. The technology is not cheap, but it is very cost effective. The real value of videoconferencing is in making decisions quickly, and getting the right people involved (Mottley, 1996).

5. Collaboration on engineering design and repair at a top aircraft manufacturer reduced downtime and leveraged prestigious expertise (Brooks, 1996).

6. At Pharmagenesis, a small start-up in Palo Alto, California, Yvonne Yang is using videoconferencing to help get the company’s first product off the ground (DeJong, 1996).

7. Owens Corning, a maker of glass, composite materials, and building products, uses many project teams. The team members are scattered among offices in 30 countries, and until recently, they met as a group once a quarter. That was changed last year with the installation of desktop videoconferencing equipment. Now team members, many of whom are responsible for the development and refinement of engineering models and drawings, meet in a video format about twice a month. By

using document sharing, software teams view and make revisions to documents, reports, scripts and drawings as well. Turnaround time for documents is significantly shorter (Carey, 1996).

8. Other companies like J.C. Penney (a large chain of department stores), use videoconferencing to speed communications between store managers and buyers. The results are faster ordering from manufacturers and a tighter supply chain (Mottley, 1996).

9. At Bloomingdale's by hooking up a PC to the video conferencing system, the store managers at the Mall of America in Minneapolis could transmit its weekly sales reports to all stores to illustrate a particular point during live discussions about sales trends. Sheehan, videomarketing coordinator at the department store chain, said that this technology would prove most valuable for communicating "best practices" in merchandising and to strengthen the consistency of store presentations. By viewing products and product groupings on an actual store floor via live video conference technology, managers in various markets should find it easier to execute those same presentations in their own stores in a consistent manner (Zimmerman, 1997).

10. "Trying to coordinate the efforts of marketing, legal and personnel departments with your research and manufacturing facilities, bringing those folks together is obviously very costly", notes Michael Sullivan, director of research for Pelorus Group. By going through a

videoconferencing connection, they have immediate access to everybody who is involved in a specific project (Greene, 1996).

11. When merchandise breaks down, instead of waiting for someone from the merchandise's original equipment manufactures to fly and repair it, the EOM representative can view the machine by way of a video camera, analyze the problem, and tell an on-site technician how to repair it. Instead of production line being down for a day or more, the problem can be corrected almost immediately (Hasek, 1996).

12. With a new Ford product coming out roughly every nine weeks, the expertise had to reach people quickly. Ford faced another dilemma: 34% of Fords dealers are located more than 100 miles from a Ford training center. Either the dealerships would send same person for all the training or they would send them piecemeal, so some people wouldn't learn about new model until more than a year after it came out. Now dealers need only to purchase a television, video cassette recorder and a personal computer to have access to the system. Vice-presidents have monthly sales meetings directly with the dealer body, instead of addressing middle managers who would then relay information to dealers (Carey, 1996).

As we have seen a number of factors are contributing to the increasing accessibility and popularity of videoconferencing. The cost of videoconferencing equipment is declining rapidly. While larger

organizations have been able to invest in substantial equipment and staff to support videoconferencing capabilities, the cost of videoconferencing is coming into a price range that can be justified by smaller associations or companies as well. Projected savings on staff travels and other related expenses (such as shipping and overnight delivery) can offset an initial investment. While early videoconferencing equipment required a trained staff or at the very least some serious technical information run smoothly, with lower costs came a new generation of more "user friendly" videoconferencing systems. For meeting managers, the most exciting innovation in videoconferencing is the potential for highly interactive, visually complex meetings (Poliva, 1996).

In review the technological solutions of the 90's can mean greater cost and time savings, enhanced communications and the opportunity to introduce products to the market faster, allowing companies to increased productivity (Greene, 1997).

What are the Disadvantages

The disadvantages of videoconferencing are: frequent interruptions that can occur with desktop systems; poor video and audio quality of older systems; the discomfort some people feel in being on-camera; fewer opportunity to correct small misunderstandings than in face to face meetings; the sometimes steep cost of hardware, installation and wiring;

and the potential for technical foul-ups (El-Hai, 1996). The technical and costs burdens do not seem to be as important as the personal burden of getting used to the new system, for presenters as well as attendees. As much as early adopters appreciate videoconferencing, most are well aware of its limitations. Solberg says a video connection, for all its power, doesn't allow the parties to establish chemistry (DeJong, 1996).

Videoconferencing makes the communication between the moderator and the client more difficult and less effective. There is often a very different attention span and concentration level among videoconference viewers, making it much more difficult to pick up reactions from the discussion, observe key nonverbal behavior, and generally "feel" the atmosphere. Videoconferencing also makes it much more difficult for a client and moderator to build rapport (Greenbaum, 1996).

When transmitting a videoconference to a large number of people, both technology and logistics limit the opportunities for interaction. However one-way videoconferencing can reach hundreds, or even thousands, of people through satellite technology. Satellite based videoconferencing allows a meeting manager to instantaneously distribute critical information to an entire organization, in locations all over the world. However, unless an organization has its own satellite videoconferencing facility, the rental costs can be prohibitive.

Additionally technical support is needed in order to transmit a successful satellite videoconference. Satellite transmissions are not 100% secure, so confidential information can be at risk, when transmitted through satellite videoconferencing (Polivka, 1996).

When is Videoconferencing Appropriate

Many people use videoconferencing only when they want to avoid the cost and inconvenience of travel. In many other situations, however, videoconferencing is a better choice than communicating via fax, e-mail or telephone (Diamond & Roberts, 1996).

Organizations will find satellite technology most useful in instances where a meeting budget will be substantial regardless of whether you use technology or the traveling approach, and when delivering the same information in a timely, consistent manner is important (Carey, 1996). Companies with large travel budgets, nationwide sales offices, ongoing training programs and regular CEO presentations might find desktop videoconferencing suitable. Other companies may want to employ videoconferencing for special occasions such as annual meetings (Greene, 1997).

In order to better understand when videoconferencing is appropriate, this section will:

1. Define the different types of meetings.

2. Define the different types of meeting planners.
3. Explore the appropriate reasons for the use of videoconferencing and its application to the different kinds of meetings.

Different types of meetings:

The different types of meeting are:

Annual Convention:

Although Webster says that a convention is “an assembly of persons that meet for a common purpose”, in today's usage a convention usually consists of a dual meeting, encompassing both the business for which the convention is called and a social interchange between attendees (Weirich, 1992).

Sales meeting:

Meetings held by product oriented companies to motivate their employees, to set goals for the same reason, to reward past performances or perhaps to instruct sales people about a new product or service (Weirich, 1992).

Management meeting:

Top corporate officers often find it advantageous to gather, away from the place of business to consider the “state of the business,” to discuss success and problems, to construct a plan for future growth, or sometimes to have a freewheeling, brainstorming session to arrive at diversification, new products or services, or simply a new slant on present business (Weirich, 1992).

Workshop:

A usually brief, intensive educational program for a relative small group of people in a given field that emphasizes participation in problem solving efforts (Webster, 1978). While a seminar has an expert in the field to present information for discussion, a workshop is a group of people in the field getting together to solve a problem or situation (Weirich, 1992).

Board of Directors:

A smaller meeting but similar to management meetings, in which the top directives of a company convene to discuss essential, important and delicate matters (Weirich, 1992).

Educational meeting/Training meetings:

Meetings held to update personnel in new company policies, methods and procedures. Usually smaller in size (Astroff & Abbey, 1998).

Symposium/Seminar:

A group of advanced students studying under a professor, each doing original research and exchanging results through reports and discussions; a course of study; a meeting for giving and discussing information (Webster, 1978).

Incentive meetings:

Meetings held during incentive trips given to employees, distributors and dealers as a reward for top performance (Astroff & Abbey, 1998).

Trade Show:

May also be termed “exhibits”, and consists of a series of exhibits, booths in which people show their wares, hoping to influence attendees towards ordering and/or purchasing their product or service (Weirich, 1992).

As we have seen there are several types of meetings. The different types of meeting have different objectives and goals.

Types of meeting planners:

The 3 different types of meeting planners are:

Association planner:

A full-time paid employee of a professional, trade, industry, scientific, and other types of associations in which 97% are involved in planning planing a major convention and 68% plan one per year (Rutherford, 1990).

Corporate planner:

An employee of a business in which one o their responsibilities is planning and execution of details of meeting for corporations' employees, mamangement, and owners (Rutherford, 1990).

Independent planner:

Private contractors who provide planning services directly to a client (Astroff & Abbey, 1998).

As we have seen different organizations require different types of meeting planners. The nature of the different types of meeting planner will therefore impact the kind of meetings they plan.

Appropriate Reasons for the Use of Videoconferencing

Following are the different reasons situations in which all types of planners would use may use videoconferencing for the different types of meetings. All different types of meetings can benefit in one way or another from this technology. According to Diamond and Roberts, (1996) the appropriate uses of videoconferencing are:

1. Information is time sensitive.
2. Information needs to go to several locations at once.
3. Immediate feedback/interaction is desired.
4. Visual clarification may be required.
5. People from different department/organizations are involved.
6. Discussion items will include objects, graphics or computer files.

While the technology advances that make videoconferencing possible, may seem futuristic, what is most striking about the aforementioned guidelines is their similarity to the rules for any successful on-site meeting. Clear objectives, a high level of group interaction, a variety of learning tools and an organized, structured format are essential characteristics of any meeting (Polivka, 1996).

Conclusion

Most observers believe that videoconferencing will not replace face-to-face meetings anytime soon. They argue that the technology merely offers an additional form of communication (Ghitelman, 1995).

Although not a brand new concept, videoconferencing increasingly is changing the way companies do business. Today, technological advances, are allowing video images to be transmitted clearly, cheaply, and even in life-size proportion, therefore making this mean of communication accepted as a complement to face to face meetings at every tier of the corporate structure (Hasek, 1996). Videoconferencing allows organizations to improve the speed and quality of communications and decision-making. Intelligent use of technology helps companies bring employees, separated by distance, together for presentations, meetings and training without the cost of travel. It allows organizations to introduce products to market faster, use organizational resources more effectively and increase contact with customers, suppliers and strategic partners (Harler, 1997).

Are old-fashioned meetings growing obsolete? Probably not, but technology is gradually assigning them a new role and changing the way you will participate in them. The ease with which information travels via new technology, implies a new role for in-person meetings.

Videoconferencing is creating new opportunities for people far away from each other to communicate. Instead of traveling to impart information to business associates, to train them, or even to demonstrate products or services to them, tomorrow's in person meetings might focus on developing the social aspects of the relationship or handling sensitive negotiations. Face to face meetings can focus on problem solving and social interaction while videoconferencing can fill in to make contact more frequent (El- Hai, 1996).

Videoconferencing will have the least effect on the largest gatherings, such as annual meetings and company-wide conferences. Large audience videoconferencing doesn't replace the annual sales meeting, stockholders' meeting for the big companies, but it may form elements of them (Videoconferencing: Ready, 1996). The planners need to be involved in these virtual meetings. With this new technology, the planner will have more options to offer internal customers and the nature of meetings themselves may change (Ghitelman, 1995).

The temptation to think that technology will replace face-to-face meetings and educational activities should not overshadow the human need to be together. Learning is part of socialization; socialization is part of learning and both are integral components of human nature (Polivka, 1996).

The need to adapt video technology to selected meetings is no reason for planners to panic. They do not have to understand all the technical points of how real-time video works-they just have to understand what it offers and when and why using it is the best option. The more that technology becomes involved with meetings, the more complex meetings become, and the greater the number of possibilities for delivering the meeting content. Planners will be absolutely necessary. The only way planners will be phased out of their jobs is if they fail to learn, as soon as possible, how to adapt the capabilities of video technology to their final solution (Carey, 1996).

CHAPTER III

METHODOLOGY

Introduction

This study was developed to obtain a better understanding of what videoconferencing is and current usage of this new technology into the near future. This chapter includes the research design, population, sample and data collection including instrumentation and procedure and data analysis.

Research Design

The research design employed was a survey in the form of a mailed questionnaire sent to all MPI meeting planners in the states of Kentucky and Illinois. This survey was designed to identify the extent of videoconferencing usage by meeting planners and determining if meeting planners see videoconferencing as a threat to their role as meeting planners. The specific objectives of this study are to identify:

1. What type of meeting planners currently utilizing videoconferencing.
2. The type of meeting planners not utilizing videoconferencing.
3. What types of meetings are more conducive to the use of videoconferencing.

4. The reasons why meeting planners are using videoconferencing
5. The reasons why meeting planners are not using videoconferencing.
6. And, determine whether meeting planners see videoconferencing as a threat to their current role
7. And, determine whether meeting planners foresee the use of this technology in the future.

The dependent variables were the use or lack of use of videoconferencing. The independent variables were different demographic characteristics such as technology experience and the financial resources of the meeting

Population and Sample

The population utilized in this study were Meeting Planners listed in the 1997-1998 MPI membership directory. MPI is divided in two different groups, the planners and the suppliers. The planner membership is available to those individuals primarily engaged in planning and managing meetings. The supplier membership is available to those individuals primarily engaged in supplying goods and services to the meeting industry. The research sample selected included the registered planner members of the local Kentucky and Illinois MPI chapters. Labels were obtained from the chapters and surveys mailed to

registered members. This study included 583 members. It was assumed that the MPI members were: 1) still in their current positions; 2) the individuals were still members of MPI; 3) the participants would respond honestly when answering survey questions; and, 4) all participants were knowledgeable enough about meeting planning to actually answer the survey and all the meeting planners surveyed were aware of videoconferencing technology.

This association was chosen because it is the most representative of the meeting planning industry. Meeting Professional International (MPI) is an international professional organization for those in the meeting industry with over 14,000 members. Membership includes a monthly magazine, quarterly newsletter, MPI international and local membership listing, discounts at MPI events, meetings, seminars, and MPI home page usage. Guidelines of the Oklahoma State University Institutional Review were followed and approval was secured before the survey was distributed. Participation in this study was voluntary.

Questionnaire Development

The questionnaire was developed through the literature review and the expertise of the graduate committee. The committee was composed of two School of Hotel and Restaurant Administration and one Statistics Faculty member from Oklahoma State University. The instrument was

divided into two sections. Section I included demographic variables such as type of planner, age, types of meetings planned, years of experience in planning, number of meeting planed, characteristics about the meetings planned and their attendees, population of the town were their offices were located and types of audiovisual equipment used. The questions were developed from surveys used by MPI. Section II was designed for members currently using videoconferencing. Questions were asked about the types of meetings which use videoconferencing, the number of attendees, type of technology used, number of meetings in which videoconferencing is used, reasons why using the technology, whether the equipment was owned or rented and location of the meetings.

Section III was designed for individuals never having used videoconferencing. Questions were asked to discover if respondents were familiar with the concept of videoconferencing and the reasons for using the technology. Both sections, II and III concluded with the questions designed to find out if videoconferencing is seen as a threat by the meeting planners and whether the meeting planner for see the usage of this technology in their future. Both sections II and III were designed by the graduate student and committee without the use of a literature review due to the lack of existence of any available literature nor samples on the subject matter of videoconferencing.

Confidentiality

The questionnaire contained a cover letter in MPI letterhead. This cover letter (Appendix) was developed to describe the research and included instructions on how to complete the questionnaire. Confidentiality was assured in the cover letter mailed with the survey. The MPI members' names were neither on the survey nor on the cover letter.

Data Collecting and Coding

The Dillman method was used to collect data. The initial survey was mailed out with a cover letter and a return envelope in October 1998, no postage was included for the return survey. Two weeks later a second survey was mailed out with a cover letter to remind participants to fill out the survey and thanking those who had already participated. Individuals who offered their address voluntarily as part of the survey did not receive a second survey. The surveys were not coded.

Data Analysis

A sample survey was coded using PC-file to be able to input it in the computer. Statistical Analysis System (SAS) was used for a proc.frequency analysis. Demographic variables were computed using

frequencies and percentages. Correlations were computed using Chi-square analysis.

RESULTS AND DISCUSSION

DEMOGRAPHIC DATA

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37

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39 40

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42 43

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RESULTS AND DISCUSSION

The purpose of this study was to explore the usage of videoconferencing technology by the meeting planning industry and to explore the future of this technology. The research also determined if correlation existed in relation to demographic variable such as type of planners, type of meeting, scope of meeting, size of meeting, company location, and the use of videoconferencing. Data was obtained from the questionnaire described in Chapter III. The questionnaire was mailed to all MPI meeting planners in the states of Kentucky and Illinois. Of the 583 distributed, 187 were returned for a total response rate of 32%. One of the 187 surveys returned could not be utilized for lack of complete information. Four additional surveys were returned to the sender because the planner was no longer at the location provided by the MPI regional office.

Overall Estimated Probabilities

Demographic Variables

Section one of the survey collected demographic variables of the respondent and descriptive statistics were utilized to describe the information using frequencies and percentages. Table I was constructed to give the researcher a better understanding of the personal business

characteristics of all the respondents at the time of the survey. Table II was constructed to give the researcher a better understanding of the size and scope of meetings planned of all the respondents at the time of the survey.

Gender, Age, and Type of Planner

Females made up 83.2% of the respondents to the questionnaire (n=187). Age categories were those under 25 (1.6%), between 25 and 34 (28%), between 35 and 44 (39.8%), between 45 and 54 (24.2%), and 55 or older (6.5%). Only 37% of the respondents were professionally certified. Eighty percent of the respondents have fifteen years or less of meeting planning experiences, while 20% had sixteen years or more of meeting planning experiences. Almost 96 % (95.7%) plan no more than 250 meetings a year. The survey asked for the respondents type of planner which the research calculated the percentages of corporate planners (50.5%), association (31.2%), independent (15.6%), and other types of planners (2.7%) (Table I). Please note that respondents had the option to not answer any of the questions, therefore some of the cumulative percentages do not equal 100 percent and some of the cumulative frequencies are less than 186.

TABLE I

FREQUENCY AND PERCENTAGES OF TOTAL RESPONDENTS

Demographic variables	Frequency	Percentage
TYPE OF PLANNER		
Corporate	94	50.5
Association	58	31.2
Independent	29	15.6
Other	5	2.7
TOTAL	186	100.0
GENDER		
Female	153	83.2
Male	31	16.8
TOTAL	184	100.0
AGE		
Under 25	3	1.6
25-34	52	28.0
35-44	74	39.8
45-54	45	24.2
55 and over	12	6.5
TOTAL	186	100.1
CERTIFICATION		
CMP	57	30.6
CHSE	0	0
CMM	1	0.5
CAE	1	0.5
Other	10	5.4
TOTAL	69	37.0
YEARS PLANNING MEETINGS		
0-1	2	1.1
2-5	52	28.0
6-10	50	26.9
11-15	46	24.7
16-20	19	10.2
20 and over	17	9.1
TOTAL	186	100.0

TABLE I
FREQUENCY AND PERCENTAGES OF TOTAL RESPONDENTS
 (Continued)

NUMBER OF MEETINGS/YEAR		
1-25	97	52.2
26-100	63	33.9
101-250	18	9.7
251-500	4	2.2
501-1000	3	1.6
1001 and over	1	0.5
TOTAL	186	100.1
NOTE: N=186		

Other types of Planners include: Educational, university planner, corporate consultant, non-profit and corporate clients traveling company.

Type, Size and Scope of Meetings Planned

The survey asked respondents to identify the various types of meeting they plan which included: annual conference (60.2%), sales (31.2%), management (48.4%), workshop (50%), board of directors (54.3%), educational (60.2%), symposium-seminar (41.4%), training/development (53.2%), incentive (21.5%), and trade show (30.6%). Fifty-five (55.4%) percent of respondents reported the largest meeting they plan are for less than 1,000 customers, while the smallest meeting planned is for less than 50 people (84.9%). The scope of meetings planned by respondents ranged from international (31.2%), to national (75.3%), to regional (41.4%), to state/providence (26.9%), to local (34.9%). Approximately half of the respondents have an annual meeting budget of less than \$740,000, while over 42% have an annual

meeting budget of \$1,000,000 to \$3,000,000. Forty-two percent of the respondents spend less than \$50 on transportation. Fifty-three percent (53.7%) spend between \$51 and \$300 for every person on each meeting on food and beverage cost. Thirty percent generate over 3,000 room nights each year. The survey asked respondents to identify the various types of audio visual equipment utilized for meetings, which includes: slide projectors (71.9%), TV/VCR (88.6%), overhead projectors (87%), LCD Panels (71.9%), video projectors (76.2%), flipcharts (83.8%), computer projectors (82.7%), erasable boards (48.1%), and other (7.6%). The last question in this section of the survey was to identify how many of the meeting planners were videoconference users and non-users. Users amounted to (33.5%) while non-users (66.5%). Table II provides detailed information on the demographic characteristics of the respondents. Please note that the respondents were given the option to check all that apply in some of the questions, therefore some cumulative frequencies are greater than N=186 and some cumulative percentages are greater than 100 percent. The totals for those sections have been omitted. Note as well, that respondents had the option to not answer any of the questions, therefore some of the cumulative percentages do not equal 100 percent and some of the cumulative frequencies are less than 186.

TABLE II

FREQUENCIES AND TOTAL PERCENTAGES OF TOTAL RESPONDENTS

Demographic Variables	Frequency	Percentages
TYPES OF MEETINGS PLANNED		
Annual Convention	112	60.2
Sales	58	31.2
Management	90	48.4
Workshop	93	50.0
Board of Directors	101	54.3
Educational	112	60.2
Symposium/Seminar	77	41.4
Training/Development	99	53.2
Incentive	40	21.5
Trade Show	57	30.6
NUMBER ATTENDING LARGEST MEETING		
1-250	37	19.9
251-500	35	18.8
501-1,000	31	16.7
1,001-5,000	51	27.4
5,001-10,000	18	9.7
10,0001+	14	7.5
TOTAL	186	100.0
NUMBER ATTENDING SMALLEST MEETING		
1-10	93	50.3
11-25	48	25.9
26-50	16	8.6
51-100	12	6.5
101-500	12	6.5
501+	4	2.2
TOTAL	185	100.0
WHERE MAJORITY OF ATTENDEES COME FROM		
International	58	31.2
National	140	75.3
Regional	77	41.4
State/Province	50	26.9
Local	65	34.9

TABLE II
FREQUENCIES AND TOTAL PERCENTAGES OF TOTAL RESPONDENTS
(Continued)

ANNUAL MEETING BUDGET		
0-99,000	16	9.3
100,000-499,999	44	25.6
500,000-749,000	22	12.8
750,000-999,999	17	9.9
1,000,000-2,999,999	40	23.3
3,000,000+	33	19.2
TOTAL	172	100.1
ROOM NIGHTS MEETING GENERATES ANNUAL		
3,000+	56	30.6
2,000-2,999	16	8.7
1,000-1,999	37	20.2
500-999	17	9.3
250-499	25	13.7
101-149	12	6.6
100 Less	20	10.9
TOTAL	183	100.0
FOOD & BEVERAGE PER ATTENDEE/PER MEETING		
0-50	24	13.5
51-100	44	24.7
101-200	52	28.6
201-300	32	18.0
300+	27	15.2
TOTAL	179	100.0
TRANSPORTATION EXPENDITURE PER ATTENDEE/PER MEETING		
0-50	71	42.3
51-100	28	16.7
101-300	24	14.3
301-500	23	13.7
501+	22	13.1
TOTAL	168	100.1

TABLE II Planners (CMPI)

**FREQUENCIES AND TOTAL PERCENTAGES OF TOTAL RESPONDENTS
(Continued)**

TYPES OF AV EQUIPMENT CURRENTLY USING		
Slide Projector	133	71.9
TV/VCR	164	88.6
O/H	161	87.0
LCD Panels	133	71.9
Video Projectors	141	76.2
Flipcharts	155	83.8
Computer Projectors	153	82.7
Erasable Boards	89	48.1
Other*	14	7.6
VIDEOCONFERENCING USE		
Yes	62	33.5
No	123	66.5
TOTAL	185	100.0
NOTE: N=186		

* **Other included:** Document viewer, phone line, web connections, sound system, lighting, mixer, speakers, microphones, CD player, tape player, electric pointer, and rear screen.

Videoconference Users

Section two of the survey collected demographic variables and professional characteristics of respondents currently utilizing videoconferencing. Descriptive statistics describe the information using frequencies and percentages (N=62).

Demographic Variables

The majority of our respondents utilizing videoconferencing are females (86.7%), less than 45 years of age (64.5%). Forty percent (40.2%)

of the respondents were Certified Meeting Planners (CMP). The types of meeting planners who are utilizing the technology are as follows: Corporate (58%), Association (16.13%), Independent (19.35%), and Other (6.45%). Over 75% of the respondents who use videoconferencing plan 100 or less meetings each year. The scope of meetings planned by the users of videoconferencing is mainly national in origin (66.1%). Twenty-six percent generate over 3,000-room night each year. Sixty percent (60.66%) spend between \$51 and \$200 on food and beverage for every person at each meeting. Thirty-five percent spend less than \$50 on transportation for each person at every meeting. Table III was constructed to give a better understanding of the demographic variables of meeting planner respondents currently utilizing videoconferencing. Please note that the respondents were given the option to check all that apply in some of the questions, therefore some cumulative frequencies are greater than N=62 and some cumulative percentages are greater than 100 percent. The totals for those sections have been omitted. Note as well, that respondents had the option to not answer any of the questions, therefore some of the cumulative percentages do not equal 100 percent and some of the cumulative frequencies are less than 62.

TABLE III

DEMOGRAPHIC VARIABLE OF VIDEOCONFERENCE USERS

Demographic Variables	Frequency	Percentage
TYPE OF MEETING PLANNER		
Corporate	36	58.1
Association	10	16.1
Independent	12	19.3
Other*	4	6.4
TOTAL	62	99.9
GENDER		
Female	52	86.7
Male	8	13.3
TOTAL	60	100.0
AGE		
Under 25	0	0.0
25-34	19	30.6
35-44	21	33.9
45-54	18	29.0
55+	4	6.4
TOTAL	62	99.9
CERTIFICATION		
CMP	25	40.3
CHSE	0	0.0
CMM	1	1.6
CAE	1	1.6
Other	5	8.1
TOTAL	32	51.6
YEARS PLANNING MEETINGS		
0-1	1	1.6
2-5	17	27.4
6-10	16	25.8
11-15	92	14.5
16-20	12	19.3
20+	7	11.3
TOTAL	62	99.9

TABLE III
DEMOGRAPHIC VARIABLES OF VIDEOCONFERENCE USERS
(Continued)

NUMBER MEETINGS PER YEAR		
1-25	21	33.9
26-100	26	41.9
101-250	11	17.7
251-500	2	3.2
501-1,000	2	3.2
TOTAL	62	99.9
TYPES OF MEETINGS PLANNED		
Annual Convention	32	51.6
Sales	20	32.3
Management	37	59.7
Workshop	32	51.6
Board of Directors	37	59.7
Educational	42	67.7
Symposium/Seminar	32	51.6
Training/Development	41	66.1
Incentive	11	17.7
Trade Show	17	27.4
WHERE MAJORITY OF ATTENDEES COME FROM		
International	24	38.7
National	41	66.1
Regional	25	40.3
State/Province	18	29.0
Local	24	38.7
ANNUAL MEETING BUDGET		
0-99,000	3	5.4
100,000-499,999	14	25.4
500,000-746,000	7	12.7
750,000-999,999	6	10.9
1,000,000-2,999,999	16	29.1
3,000,000+	9	16.4
TOTAL	55	99.9

TABLE III
DEMOGRAPHIC VARIABLES OF VIDEOCONFERENCE USERS
 (Continued)

ROOM NIGHTS ANNUAL		
3000+	16	26.7
2,000-2,999	1	1.7
1,000-1,999	4	23.3
500-999	7	11.7
250-499	13	21.7
101-149	4	6.7
100 or less	5	8.3
TOTAL	50	100.1
FOOD AND BEVERAGE PER ATTENDEE/MEETING		
0-50	9	14.7
51-100	17	27.9
101-200	20	32.8
201-300	9	14.7
301+	6	9.8
TOTAL	61	99.9
TRANSPORTATION EXPENDITURE PER ATTENDEE/PER MEETING		
0-50	20	35.1
51-100	10	17.5
101-300	9	17.8
301-500	10	17.5
501+	8	14.0
TOTAL	57	101.9
NOTE: N=62		

***Other types of planner include:** Educational, university planner, travel Company.

Characteristics

The survey asked the respondents to identify the kinds of videoconferencing utilized by the meeting planner and the following were identified; satellite (74.6%), ISDN (44.1%), landlines (18.6%), and microwave (13.6%). The various types of meetings planned by the respondents are: annual convention (17.7%), sales (17.7%), management (41.9%), board of directors (17.7%), education (43.5%), symposium/seminars (19.4%), training (29%), incentive (0%), and trade shows (0). The factors contributing to the use of videoconferencing are: cost saving (59%), time savings (59%), increase in productivity (19.7%), attendees not able to travel (54.1%), preferred method (4.9%), and other (19.7%). The "Other" category will be displayed in detail in the Annex E. Table IV explores the characteristics of videoconference users. Please note that the respondents were given the option to check all that apply in some of the questions, therefore some cumulative frequencies are greater than N=62 and some cumulative percentages are greater than 100 percent. The totals for those sections have been omitted. Note as well, that respondents had the option to not answer any of the questions, therefore some of the cumulative percentages do not equal 100 percent and some of the cumulative frequencies are less than 62.

TABLE IV
CHARACTERISTICS OF VIDEOCONFERENCE USERS

Characteristic Demographics	Frequency	Percentage
KIND OF VIDEOCONFERENCING USED		
Satellite	44	74.6
ISDN	26	44.1
Landlines	11	18.6
Microwave	8	13.6
MEETINGS OF THIS TYPE WITHIN LAST YEAR		
1-10	43	74.1
11-25	4	6.9
26-50	3	5.2
51-100	5	8.6
101-150	0	0.0
151-200	1	1.7
201+	2	3.4
TOTAL	58	99.9
MEETINGS OF THIS TYPE WITHIN LAST 5 YEARS		
1-25	39	67.2
26-100	10	17.2
101-200	1	1.7
201-500	2	3.4
501-1,000	3	5.2
1,001+	3	5.2
TOTAL	58	99.9
TYPE OF MEETINGS UTILIZING VIDEOCONFERNCING		
Annual Convention	11	17.7
Sales	11	17.7
Management	26	41.9
Board of Directors	11	17.7
Educational	27	43.5
Symposium/Seminar	12	19.4
Training	18	29.0
Incentive	0	0.0
Trade Show	0	0.0

TABLE IV
CHARACTERISTICS OF VIDEOCONFERENCE USERS
(Continued)

NUMBER ATTENDING LARGEST MEETING		
1-259	32	53.3
251-500	8	13.3
501-1,000	7	11.7
1,001-5,000	6	10.0
5,001-10,000	2	3.3
10,001+	5	8.3
TOTAL	60	99.9
NUMBER ATTENDING SMALLEST MEETING		
1-10	29	50.9
11-25	10	17.5
26-50	3	5.3
51-100	6	10.5
101-500	7	12.3
501+	2	3.5
TOTAL	57	100.0
WHY UTILIZING VIDEOCONFERENCING		
Cost Savings	36	59.0
Time Savings	36	59.0
Increase in Productivity	12	19.7
Attendees not able to travel	33	54.1
Preferred Method	3	4.9
Other*	12	19.7
EQUIPMENT		
Owned	30	48.4
Rented	25	40.3
Both	7	11.3
TOTAL	62	100.0
LOCATION OF MEETINGS		
On-Site	29	46.8
Off-Site	20	32.3
Both	13	21.0
TOTAL	62	100.1
NOTE: N=62		

***Other reasons for the use of videoconferencing:** respondent's answers displayed in detail in Appendix E.

Non-Videoconference Users

Section three of the survey collected demographic and characteristics variable of respondents currently not utilizing videoconferencing. Descriptive statistics describe the information using frequencies and percentages (N=123).

Demographic Variables

The majority of the respondents not currently utilizing videoconferencing are female (81.3%), in between the ages of 35 and 44 (42.3%). Twenty-five percent of the respondents were Certified Meeting Planners (CMP). The type of meeting planner who are not using videoconferencing are as follows: corporate (46.34%), Association (39.02%), Independent (13.82%) and other (0.81%). Sixty-one percent of the respondents plan less than 25 meeting each year. The scope of meetings planned by non-users of videoconferencing is national (79.7%). Thirty-two percent generate over 3,000 room nights each year. Almost 50% spend between \$51 and \$200 on food and beverage for every person on each meeting. Forty-five percent spend less than \$50 on transportation for each attendee at each meeting. Table V provides demographic information on respondents currently not utilizing videoconferencing. Please note that the respondents were given the option to check all that apply in some of the questions, therefore some cumulative frequencies are greater than N=123

and some cumulative percentages are greater than 100 percent. The totals for those sections have been omitted. Note as well, that respondents had the option to not answer any of the questions, therefore some of the cumulative percentages do not equal 100 percent and some of the cumulative frequencies are less than 123.

TABLE V
DEMOGRAPHIC VARIABLES OF NON-VIDEOCONFERENCE USERS

Demographic Variables	Frequency	Percentage
TYPE OF MEETING PLANNER		
Corporate	57	46.3
Association	48	39.0
Independent	17	13.8
Other*	1	0.8
TOTAL	123	99.9
GENDER		
Female	100	81.3
Male	23	18.7
TOTAL	123	100.0
AGE		
Under 25	3	2.4
25-34	33	26.8
35-44	52	42.3
45-54	27	21.9
55+	8	6.5
TOTAL	123	99.9
CERTIFICATION		
CMP	31	25.2
CHSE	0	0.0
CMM	0	0.0
CAE	0	0.0
Other	5	4.1
TOTAL	36	29.3

TABLE V
DEMOGRAPHIC VARIABLES OF NON-VIDEOCONFERENCE USERS
(Continued)

YEARS PLANNING MEETINGS		
0-1	1	0.8
2-5	34	27.6
6-10	34	27.6
11-15	37	30.1
16-20	7	5.7
20+	10	8.1
TOTAL	123	99.9
NUMBER MEETINGS PER YEAR		
1-25	76	61.8
26-100	36	29.3
101-250	7	5.7
251-500	2	1.6
501-1,000	1	0.8
1,001+	1	0.8
TOTAL	123	100.0
TYPES OF MEETINGS PLANNED		
Annual Convention	80	65.0
Sales	37	30.1
Management	52	42.3
Workshop	60	48.78
Board of Directors	64	52.0
Educational	70	56.9
Symposium/Seminar	45	36.6
Training/Development	57	46.3
Incentive	28	22.8
Trade Show	40	32.5
MAJORITY ATTENDEES COME FROM		
International	34	27.6
National	98	79.7
Regional	51	41.5
State/Province	31	25.2
Local	40	32.5

TABLE V

DEMOGRAPHIC VARIABLES OF NON-VIDEOCONFERENCE USERS
(Continued)

ANNUAL MEETING BUDGET		
0-99,000	13	11.2
100,000-499,999	29	25.0
500,000-749,999	15	12.9
750,000-999,999	11	9.5
1,000,000-2,999,999	24	20.7
3,000,000+	24	20.7
TOTAL	116	100.0
ROOM NIGHTS ANNUAL		
3,000+	40	32.8
2,000-2,999	14	11.5
1,000-1,999	23	18.8
500-999	10	8.2
250-499	12	9.8
101-149	8	6.6
100 or less	15	12.3
TOTAL	122	100.0
FOOD AND BEVERAGE PER ATTENDEE/MEETING		
0-50	15	12.8
51-100	27	23.1
101-200	31	26.5
201-300	23	19.7
301+	21	17.9
TOTAL	117	100.0
TRANSPORTATION EXPENDITURES PER ATTENDEE/MEETING		
0-50	50	45.4
51-100	18	16.4
101-300	15	13.6
301-500	13	11.8
501+	14	12.7
TOTAL	110	99.9
NOTE: N=123		

***Other include:** Corporate Consultant, education, and non-profit.

Characteristics

The survey asked respondents about their knowledge of videoconferencing. Seventy-two percent of the meeting planners who are currently not using videoconferencing are familiar with the concept. The reasons for the lack of usage are: not available (13.8%), not the preferred method (26%), not cost efficient (21.1%), not conducive with the type of meeting (51.2%) and other (17.1%). Table VI provides characteristic information of the respondents who currently are not utilizing videoconferencing. Please note that the respondents were given the option to check all that apply in some of the questions, therefore some cumulative frequencies are greater than N=123 and some cumulative percentages are greater than 100 percent. The totals for those sections have been omitted.

TABLE VI
CHARACTERISTICS OF NON-VIDEOCONFERENCE USERS

Demographic Characteristics	Frequency	Percentage
FAMILIAR WITH THE CONCEPT		
Yes	89	72.4
No	8	6.5
Somewhat	26	21.1
TOTAL	123	100.00
REASON FOR NO USE		
Not available	17	13.8
Not Preferred Method	32	26.0
Not Cost Efficient	26	21.1
Not Conducive with type of meeting	63	51.2
Other*	21	17.1

***Other:** Respondent's answers displayed in detail in Appendix F.

The Future of Videoconferencing

All respondents, users and non-users were asked three questions to help the researcher explore different aspects of the future use of videoconferencing. This section is divided according to the survey questions:

Do meeting planners see videoconference as a threat?

Do meeting planners expect to use videoconferencing technology in the future and why?

Videoconference as a threat

Of the 62 planners who are currently using videoconferencing, zero (0) videoconferencing users see this as a definite threat to their current role as a meeting planner. Only 1 of the 123 meeting planners not utilizing videoconferencing see this technology as a definite threat to their current role as a meeting planner. Table VII describes percentages and frequencies information for users and non-users.

TABLE VII
RESPONSES OF USERS AND NON-USERS FOR VIDEOCONFERENCING
AS A THREAT

	Yes		No		Maybe	
	Frequency	%	Frequency	%	Frequency	%
Users (N=62)	0	0	58	93.5	4	6.5
Non- users (N=123)	1	0.8	101	82.1	21	17.1
TOTAL (N=185)	1	0.05	159	85.9	25	13.5

Future Use of Videoconferencing

All respondents, users as well as non-users, were asked if videoconferencing would be utilized in the future. They were also asked to explain their answer. Fifty-eight percent of the meeting planners currently utilizing videoconferencing responded positively to the use this technology in the future, while forty-eight percent of the non-users expect to use it in the future. Table VIII provides detailed information regarding the responses of the meeting planners in reference to the future use of videoconferencing. Appendix G and H textually displays the statements of those planners who chose to answer "why."

TABLE VIII
RESPONSES OF USERS AND NON-USERS FOR FUTURE OF
VIDEOCONFERENCING

	Yes		No		Maybe	
	Frequency	%	Frequency	%	Frequency	%
Users (N=62)	36	58.1	8	12.9	18	29.0
Non- users (N=123)	59	48.0	11	8.9	53	43.1
TOTAL (N=185)	95	51.3	19	10.3	71	38.4

Correlation Analysis

A chi-square correlation analysis was performed to determine any correlation between the demographic characteristics in relation to demographic variable such as type of planners, type of meeting, scope of meeting, size of meeting, company location, and the use of videoconferencing. The data determined that there was a significant relationship between the type of meeting planners, the type of meeting planned the scope of the meetings, and the use of videoconferencing. The following tables (Tables IX to XI) describe the correlation found. There was no significant correlation between the size of meetings, company location and the use of videoconferencing.

Type of Meeting Planner

There were significant relationship between the type of meeting planner and their use of videoconferencing in the organization of meetings. Out of ninety-three corporate planners thirty-six responded "yes" to the survey questions asking, "have you ever used videoconferencing," fifty-seven responded no to the above questions. Of the fifty-eight association planners' respondents ten said yes, while forty-eight said no to the use of videoconferencing. Twenty-nine independent planners answering the survey, twelve responded yes and seventeen responded no. Five responded to the other category, identifying themselves as educational university, and travel company planners. Of the five respondents in the other category, four responded yes to the use of videoconferencing while one said no.

TABLE IX

CHI-SQUARE ANALYSIS FOR PARTICIPANTS RESONSE TO THE TYPE OF PLANNER AND THE USE OF VIDEOCONFERENCING

Type of Planner	DF	Value	p-value
Corporate, Association, Independent, and Other	3	13.67	0.003
NOTE: N=186			

Type of Meeting Planned

There were significant relationships between some of the types of meetings planned and the use of videoconference. Out of ten types of meetings (Annual Convention, Sales, Management, Workshop, Board of Directors, Educational, Symposium/Seminar, Training/Development, Incentive, Trade Show), three types of meetings revealed a significant relationship with the use of videoconferencing (Management, Symposiums and Training) at two different significant levels. The two types of meetings that fell in the category with a significance level at the point of 0.05 are Management and Symposium/Seminar. The Training/Development meetings fell into the category of significance at the level of 0.01. Table X presents the results of the chi-square analysis that compared the relationships between the use of videoconferencing and the type of meeting planned. Please note that the respondents were given the option to check all that apply in some of the questions, therefore cumulative percentages are greater than 100 percent.

TABLE X

CHI-SQUARE ANALYSIS AND PERCENTAGE OF USERS FOR PARTICIPANTS RESPONSE TO THE TYPE OF MEETING PLANNED AND THE USE OF VIDEOCONFERENCING

Type of Meeting	Users/ Respondents	% of Users	Value	p-value
Annual Convention	32/112	28.57	3.10	0.08
Sales	20/57	35.09	0.09	0.76
Management	37/89	41.57	5.00	0.02
Workshop	32/92	34.78	.13	.72
Board of Directors	37/101	36.63	.97	.32
Educational	42/112	37.50	2.02	.15
Symposium/ Seminar	32/77	41.56	3.83	.05
Training/De- velopment	41/98	41.84	6.48	.01
Incentive	11/39	28.21	.62	.43
Trade Show	17/57	29.82	.50	.48
N=186 DF=1				

Scope of Videoconferencing

There is a significant relationship between the scope of the meetings and the use of videoconferencing. Out of the five different types of scope options (International, National, Regional, State/Province and Local), only one of them (National) revealed a significant relationship. Please note that the respondents were given the option to check all that apply in some of the questions, therefore cumulative percentages are greater than 100 percent.

TABLE XI

**CHI-SQUARE ANALYSIS FOR PARTICIPANTS RESPONSE TO THE
SCOPE OF MEETINGS PLANNED AND THE USE OF
VIDEOCONFERENCING**

Type of Meeting	Users/ Respondents	% of Users	Value	p-value
International	24/58	41.38	2.35	.13
National	41/139	29.50	4.05	.04
Regional	25/76	32.89	0.02	.88
State/ Province	18/49	39.73	0.31	.58
Local	24/64	37.50	0.70	.40
N=185 DF=1				

Conditional Estimated Probabilities

In this section, the researcher extrapolated characteristic information based on certain demographic data provided by the respondents. The following sections will discuss gender, age, certification, number of meetings per year, years of professional experience, scope of meetings planned, budget, type of meetings planned, and type of meeting planner.

Gender, Certification, and Age

Thirty-four percent (34.21%) of the female respondents are utilizing videoconferencing, while 25.81% of males are utilizing this technology.

Forty-four percent (N=56) of the CMP respondents are utilizing videoconferencing. In the age categories users and non-users of

videoconferencing tended to be almost evenly distributed between four age groups listed on the survey (see Table XII).

TABLE XII
CONDITIONAL PROBABILITIES ON THE USE OF
VIDEOCONFERENCING BY AGE

Age Group	Users		Non-Users	
	Users/Age Population	Percentage	Non-Users/Age Population	Percentage
Under 25	0/3	0	3/3	100
25-34	19/52	36.54	33/52	63.46
35-44	21/73	28.77	52/73	71.23
45-54	18/45	40.00	18/45	60.00
55 & Over	4/12	33.33	4/12	66.67

Experience and Budget

Of the nineteen respondents with 16-20 years of professional experience planning meetings, 63.16% utilize videoconferencing. Planners with 2-10 years of experience (N=101), 32.67% utilized videoconferencing while 67.33% did not utilize this technology. Out of the 29 independent planners who answered the survey, 41.38% utilize videoconferencing. Ninety-three corporate planners answered the survey, while 38.71% utilize videoconferencing. The majority of respondents (N=159) plan between 1-100 meeting each year, 29.56% utilize videoconferencing, while 70.44% do not utilize this meeting format. Forty percent of respondents (N=40) who have a budget of larger

than \$1,000,000 and less than \$3,000,000 use videoconferencing (Table XIII).

TABLE XIII
CONDITIONAL PROBABILITIES ON THE USE OF VIDEOCONFERENCING
BY BUDGET

Budget	Users		Non-Users	
	Users /Budget Population	Percent	Non-Users /Budget Population	Percent
\$0-\$99,000	3/16	18.75	13/16	81.25
\$100,000-\$499,999	14/43	32.56	29/43	67.44
\$500,000-\$749,000	7/22	31.82	15/22	68.18
\$750,000-\$999,999	6/17	35.29	11/17	64.71
\$1,000,000-2,999,999	16/40	40.00	24/40	60.00
\$3,000,000+	9/33	27.27	24/33	72.73

CHAPTER V

RESULTS

Purpose and Objectives

This study has been design to obtain a better understanding of what videoconferencing is and current uses of this new technology. In addition, this study has been designed to explore the usage of videoconferencing technology by the meeting planning industry and to explore the future of this technology. The specific objectives of this study are to identify:

1. What type of meeting planners currently utilizing videoconferencing.
2. The type of meeting planners not utilizing videoconferencing.
3. What types of meetings are more conducive to the use of videoconferencing.
4. The reasons why meeting planners are using videoconferencing
5. The reasons why meeting planners are not using videoconferencing.
6. And, determine whether meeting planners see videoconferencing as a threat to their current role
7. And, determine whether meeting planners foresee the use of this technology in the future.

Sample and Population

The population utilized in this study included all planners who were listed in the 1997-1998 MPI membership directory (7920 members). The researcher sample consisted of the meeting planners who were registered with the Kentucky and Illinois chapters (n=187).

Instrument

The questionnaire was developed through the literature review and the expertise of the graduate committee. The committee was composed of two School of Hotel and Restaurant Administration and one Statistics Faculty member from Oklahoma State University. The instrument was divided into two sections. Section I included demographic variables such as type of planner, age, types of meetings planned, years of experience in planning, number of meeting planed, characteristics about the meetings planned and their attendees, population of the town where their offices were located and types of audiovisual equipment used. The questions were developed from surveys used by MPI. Section II was designed for members currently using videoconferencing. Questions were asked about the types of meetings which use videoconferencing, the number of attendees, type of technology used, number of meetings in which videoconferencing is used, reasons why using the technology, whether

the equipment was owned or rented and location of the meetings. Section III was designed for individuals never using videoconferencing. Questions were asked to discover if respondents were familiar with the concept of videoconferencing and the reasons for using the technology. Both sections, II and III concluded with the questions designed to find out if videoconferencing is seen as a threat by the meeting planners and whether the meeting planner for see the usage of this technology in their future. Both sections II and III were designed by the graduate student and committee without the use of a literature review due to the lack of existence of any available literature nor samples on the subject matter of videoconferencing.

Data Collection and Analysis

The questionnaire contained a cover letter on MPI letterhead (Appendix B) to describe the research and provide instructions for completion of the questionnaire. Subjects were assured their names would not be associated with individual questionnaires and data collected would be analyzed as a composite result. The first part of the questionnaire asked participants for responses to personal demographic characteristics as well as demographic characteristics of their meetings. The second part of the questionnaire was designed for those participants who used videoconferencing. The third part of the questionnaire was

designed for those participants who do not utilize videoconferencing. Questionnaires were mailed on October 26, 1998 to a sample composed of the meeting planners registered with the Kentucky and Illinois chapters. The participants were instructed to mail surveys back to the researcher. The survey participants were given the opportunity to request results. A second mailer, which included a cover letter and a new copy of the survey was sent two weeks later on November 9, 1998. The second mailer reminded participants to fill out the survey as soon as possible and thanked those who had already sent their responses. This questionnaire was approved by the Institutional Review Board at Oklahoma State University. The results of the data collected from questionnaires completed by the sample of Kentucky and Illinois participants are presented in Chapter IV. Data obtained from the 186 questionnaires were analyzed using frequencies, percentages and Chi-square analysis.

Finding and Conclusions

Females made up 83.2% of the respondents to the questionnaire. Only 37% of the respondents were professionally certified. Eighty percent of the respondents have fifteen years or less of meeting planning experiences. Almost 96 % (95.7%) plan no more than 250 meetings a year. Fifty percent of our respondents were corporate planners. The

survey asked respondents to identify the various types of meeting they plan which included: annual conference (60.2%), sales (31.2%), and management (48.4%), workshop (50%), board of directors (54.3%), educational (60.2%), symposium-seminar (41.4%), training/development (53.2%), incentive (21.5%), and trade show (30.6%). The scope of meeting planned by respondents was, mainly national (75.3%). Respondents who used videoconferencing amounted to 62 meeting planners (33.5%), while non-users were 123 (66.5%).

The majority of our respondents utilizing videoconferencing are females (86.7%), under 45 years of age (64.5%). Over 75% of the respondents who use videoconferencing plan 100 or less meetings each year. The scope of meetings planned by the users of videoconferencing is mainly of national in origin (66.1%). Twenty six percent generate over 3,000 room night each year. Sixty percent (60.66%) spent between \$51 and \$200 on food and beverage for every person at each meeting. Satellite seemed to be the most common method of videoconferencing (74.6%). The two types of meeting in which videoconferencing is being used more frequently are, management (41.9%) and education (43.5%) while none of the respondents are utilizing videoconferencing for Incentive and Trade Shows. The two main factors contributing to the use of videoconferencing are cost saving and time savings (59%).

The majority of the respondents not currently utilizing videoconferencing are female (81.3%), in between the ages of 35 and 44 (42.3%). Sixty one percent of the respondent plan less than 25 meeting each year. The scope of meetings planned by non-users of videoconferencing is mainly national (79.7%). Thirty two percent generate over 3,000 room nights each year. Almost 50% spend between \$51 and \$200 on food and beverage for every person on each meeting. Seventy two percent of the meeting planners who are currently not using videoconferencing are familiar with the concept. The reasons for the lack of usage is mainly that it is not conducive with the type of meeting held (51.2%). Seventy one percent of the respondents for see the definite or probable use of videoconferencing in the future. Eighty-four percent of the meeting planners do not see videoconferencing as a threat.

There was a significant positive correlation between the use of videoconferencing and the type of meeting planner. There was also a significant positive, relationship between the use of videoconferencing and the type of meetings planned. The two kinds of meeting that fell in the category of a significance at the 0.05 level were Management ($p=0.025$) and Board of Directors ($p=0.0324$). The Training and Development meetings had a significance at the point of 0.01 level ($p=0.011$). Another significant positive relationship was found between

the use of videoconferencing and the national scope of the meetings planned ($p=0.044$).

In review, 34.21% of the females respondents are utilizing videoconferencing while 25.81% of the males are utilizing this technology. Forty four percent of the CMPs utilize this technology. In the age categories, users and non-users seem to be evenly distributed and older than 25. The majority of users have 16-20 years of experience. The majority of the respondents were corporate planners and use this meeting format at a rate of 38.71%. The types of meetings in which this technology is being used most commonly used are management and educational. Forty one (41.38%) percent of the international meetings use this technology, while (29.50%) of national (39.73%) of state meetings and (37.5%) of local meetings are making usage of videoconferencing. Users seem to have budgets larger than 1,000,000 (40%), they spend between \$51 and \$200 per person/per meeting in Food and Beverage (60.65%) and spend less than \$50 in transportation per person/per meeting.

Implications

The findings and conclusions of this study led the researcher to make the following statements regarding the use of videoconferencing:

1. Meeting planners could use this information to see videoconferencing as a compliment and not as a threat to their current roles.
2. Meeting planners could use this information to implement the use of videoconferencing as another meeting format.
3. The hospitality industry could use this information to implement the appropriate infrastructure to be able to host videoconferencing meetings.

Recommendations

This study was undertaken to develop an understanding about the use and lack of use of videoconferencing in the meeting industry. The researcher looked at basic overall demographic estimates, correlations and conditional demographic estimates. Recommendations of revision of this research project and additional research questions that should be answered in the future are:

1. It is recommended that other meeting planning associations be surveyed.
2. It is recommended the research be continued to identify the changes in use of videoconferencing in the future.
3. It is recommended that the survey instrument be modified as follows:

- Researcher should have combined the educational and training meetings into one category.
 - Researcher should have asked the average number of room nights each meeting generates, not the annual amount of room nights
 - More categories should be added to the reasons why videoconferencing is being used.
 - More categories should be added to the reasons why videoconferencing is not being used.
4. It is recommended that other geographical sectors be researched, specially larger cities to be able to compare the findings to the ones from this study.
 5. It is recommended that studies be conducted to investigate other types of technology and the possible advantages they could have for the meeting industry.

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APPENDIXES

— 85 —

Veridacron **APPENDIX A** Questionnaire

Veridacron **SURVEY**

Name
Title

Organization
Address

City

State

Zip

Phone

Fax

Videoconferencing Questionnaire

1. What type of planner are you: (Please Check only One)

☐ Corporate Planner
☐ Association Planner

☐ Independent Planner
☐ Other (Please Specify)

2. Your gender: ☐ Male

☐ Female

3. Your Age: ☐ Under 25

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55 & over

4. Are you a: (check all that apply)

☐ CMP
☐ CHSE

☐ CMM
☐ CAE

☐ Other

5. Years planning meetings:

☐ 0-1 year ☐ 2-5 years ☐ 6-10 years ☐ 11-15 years ☐ 16-20 years ☐ 20+ years

6. Number of meetings planned per year:

☐ 1-25 ☐ 26-100 ☐ 101-250 ☐ 251-500 ☐ 501-1,000 ☐ 1,001+

7. Types of meetings planned: (check all that apply)

☐ Annual Convention
☐ Sales
☐ Management
☐ Workshop

☐ Board of Directors
☐ Educational
☐ Symposium/Seminar

☐ Training/Development
☐ Incentive
☐ Trade Show

8. Number attending largest meeting:

☐ 1-250 ☐ 251-500 ☐ 501-1,000 ☐ 1,001-5,000 ☐ 5,001-10,000 ☐ 10,001+

9. Number attending smallest meeting:

☐ 1-10 ☐ 11-25 ☐ 26-50 ☐ 51-100 ☐ 101-500 ☐ 501+

10. Where do the majority of attendees come from: (Check all that apply)

☐ Internationally ☐ National ☐ Regional ☐ State/Province ☐ Local

11. Annual meeting budget:

☐ \$0-\$99,000 ☐ \$100,000-\$499,999 ☐ \$500,000-\$749,000 ☐ \$750,000-\$999,999 ☐ \$1,000,000-\$2,999,999 ☐ \$3,000,000+

12. How many room nights do your meetings generate annually:

☐ Over 3,000 ☐ 1,000-1,999 ☐ 250-499 ☐ 100 or less
☐ 2,000-2,999 ☐ 500-999 ☐ 101-149

13. How much money do you spend in Food & Beverage (per attendee/per meeting):

☐ \$0-\$50 ☐ \$51-\$100 ☐ \$101-\$200 ☐ \$201-\$300 ☐ \$301+

14. How much money do you spend in Transportation (per attendee/per meeting):

☐ \$0-\$50 ☐ \$51-\$100 ☐ \$101-\$300 ☐ \$301-\$500 ☐ \$501+

See Reverse

All of the items are designed for those members who have adopted "Yes" to having used Videoconferencing.

15. What is the population of the town/city where your office is located:

☐ Under 25,000 ☐ 25,001-100,000 ☐ 100,001-300,000 ☐ 300,001-500,000 ☐ 500,001-1,000,000 ☐ 1,000,001-200,000,000 ☐ 2,000,001+

16. What types of audiovisual equipment are you currently using (or providing): (Check all that apply)

☐ Slide Projectors ☐ Overhead projectors ☐ Video Projectors ☐ Computer Projectors
☐ TV/VCR ☐ LCD Panels ☐ Flipcharts ☐ Erasable boards
☐ Other (Please Specify) _____

17. Have you ever used Videoconferencing: ☐ Yes (If "yes" continue the survey to the end of this page)
☐ No (If "no" proceed to question #30)

18. What kind of Videoconferencing have you used: (Check all that apply)

☐ Satellite ☐ ISDN ☐ Landlines ☐ Microwave

19. How many meetings of this type within the last year:

☐ 1-10 ☐ 11-25 ☐ 26-50 ☐ 51-100 ☐ 101-150 ☐ 151-200 ☐ 201+

20. How many meetings of this type in the last 5 years:

☐ 1-25 ☐ 26-100 ☐ 101-200 ☐ 201-500 ☐ 501-1000 ☐ 1001+

21. What Type of meetings utilize videoconferencing:

☐ Annual Convention ☐ Board of Directors ☐ Training
☐ Sales ☐ Educational ☐ Incentive
☐ Management ☐ Symposium/Seminar ☐ Trade Show

22. Number attending the largest meeting (including all participating sites):

☐ 1-250 ☐ 251-500 ☐ 501-1000 ☐ 1,001-5,000 ☐ 5,001-10,000 ☐ 10,001+

23. Number attending the smallest meeting (including all participating sites):

☐ 1-10 ☐ 11-25 ☐ 26-50 ☐ 51-100 ☐ 101-500 ☐ 501+

24. What are some of the factors contributing to the use of videoconferencing: (Check all that apply)

☐ Cost Savings ☐ Increase in Productivity ☐ Preferred Method
☐ Time Saving ☐ Attendees not able to travel ☐ Other (please _____)

25. Do you: ☐ Own the equipment ☐ Rent the equipment

26. Do you conduct the meetings: ☐ On company site ☐ Off company site

27. Do you see videoconferencing technology as a threat to the meeting planner's role:
☐ Yes ☐ No ☐ Maybe

28. Do you foresee using videoconferencing technology more frequently in the future:
☐ Yes ☐ No ☐ Maybe

29. Why?

If you answered "Yes" to having used Videoconferencing, you have now completed the survey. Thank you for your cooperation. If you would like to receive information containing the results of the survey, please provide your name, and address in the space provided below:

This part of the survey is designed for those members who have answered "No" to having used Videoconferencing.

30. Are you familiar with the concept of videoconferencing? ☐ Yes ☐ No ☐ Somewhat

31. What is the reason for not using this technology:

☐ Not available

☐ Not the preferred method

☐ Not cost efficient

☐ Not conducive with type of meetings held

☐ Other (Please specify) _____

32. Do you see videoconferencing technology as a threat to the meeting planner's role?

☐ Yes

☐ No

☐ Maybe

33. Do you foresee using this technology in the future?

☐ Yes

☐ No

☐ Maybe

34. Why?

You have now completed the survey. Thank you for your cooperation. If you would like to receive information containing the results of the survey, please provide your name and address in the space provided below:

October 26

October 26

Dear Name:

You have been selected to voluntarily complete a questionnaire that will be used to determine the extent of videoconferencing usage in the Meeting Industry. The attached survey is being conducted by Gloria Morey Gifford, a graduate student and member of the MPI Kentucky Bluegrass Chapter. Gloria is completing her thesis and Master Degree in Hotel Administration. As the President of the Kentucky Bluegrass Chapter I support her research and ask for your participation.

I realize that as a meeting planner your time is limited, but this survey has been design to take less than five (5) minutes of your time. Your effort will result in a better understanding of how the meeting industry is adapting to the rapid advancement of technology, specifically videoconferencing.

Gloria's research indicates that this is the first study of this kind. Over 500 meeting planners in Illinois and Kentucky have been selected to participate in this survey. Please help Gloria achieve over 50% response rate and complete the survey today. Then simply mail back the completed questionnaire in the enclosed self-addressed envelope. We would appreciate it if you would complete and return this survey by November 9. You may be assured complete confidentiality. Your name or company will never be included on the results of the survey.

If you have any questions, or need further assistance, please contact Sylvia Gaiko at (405)744-8481 or Gay Clarkson, Institutional Review Board Secretary, 305 Whitehurst, Oklahoma State University, Stillwater, OK 74078: (405)744-5700.

If you are interested in receiving the results of the survey please fill out the appropriate section you will find at the end of the questionnaire. Thank you for you assistance, we will all benefit from you effort!!

Sincerely,

Audrie Petty
President of Kentucky MPI Bluegrass Chapter.

Gloria Morey Giffod
Member Kentucky MPI

APPENDIX C

November 9, 1998

2ND COVER LETTER

Thank you for your help in answering
the questions concerning the survey in
my last letter. I am glad
to hear that you are well and a
good day to you. I am looking forward to
seeing you again soon.

I am looking forward to seeing you again soon.
I am looking forward to seeing you again soon.
I am looking forward to seeing you again soon.
I am looking forward to seeing you again soon.

November 9, 1998

Dear MPI Member:

IRB APPROVAL

About two weeks ago we wrote to you seeking your help in answering some questions regarding the use of Videoconferencing. This survey is supported by the MPI-Kentucky Bluegrass Chapter. It is being administered by Gloria Morey Gifford, a member of the MPI-KBC and a graduate student at the School of Hotel and Restaurant Administration in the College of Human Environmental Sciences, at Oklahoma State University.

We are writing to you again because of the significance each questionnaire has to the usefulness of this study. In order for the results of this survey to be truly representative of the opinions of the meeting planners industry, it is essential that each person in the sample return their questionnaire.

In the event your questionnaire has been misplaced, a replacement one is enclosed along with a self-addressed envelope. If you have already completed and returned it to us, please accept our sincere thanks. Your effort in completing this questionnaire will result in useful information for the entire industry, therefore please take the time to complete it. We estimate it will take approximately 5 minutes of your time. We would appreciate if you could complete the survey and return it by November 23th.

If you have any questions, or need further assistance, please contact Sylvia Gaiko at (405) 744-8481 or Gay Gibson, Institutional Review Board Secretary, 305 Whitehurst, Oklahoma State University, Stillwater, OK 74078; (405)744-5700.

Thank you for your assistance in this very important step towards identifying the extend of usage of videoconferencing in the meeting planning industry. Your input will benefit all of us!!!

Sincerely,

Gloria Morey Gifford
Member MPI-KBC

APPENDIX D DIVERSITY

REF ID: A6-99-022

5

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

10-01-98

IRB #: HE-99-022

**Proposal Title: HOW EXTENSIVE IS THE USE OF VIDEOCONFERENCING?
DO MEETING PLANNERS SEE VIDEOCONFERENCING AS A THREAT TO
THEIR CURRENT ROLE IN THE INDUSTRY?**

Principal Investigator(s): Sylvia Gaiko, Gloria Morey Gifford

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

Please change the IRB Secretary's name from Gay Gibson to Gay Clarkson on the cover letter.

Signature: 
Director of University Research Compliance
cc: Gloria Morey Gifford

Date: October 2, 1998

Approvals are valid for one calendar year, after which time a request for continuation must be submitted. Any modification to the research project approved by the IRB must be submitted for approval. Approved projects are subject to monitoring by the IRB. Expedited and exempt projects may be reviewed by the full Institutional Review Board.

REASONS FOR USE OF VIDEOCONFERENCING

REASONS FOR USE OF VIDEOCONFERENCING

Reasons for using videoconferencing:

1. Reduced travel costs	2. Increased productivity	3. Improved communication	4. Increased flexibility	5. Increased security	6. Increased collaboration	7. Increased transparency	8. Increased accountability	9. Increased efficiency	10. Increased effectiveness
11. Increased participation	12. Increased engagement	13. Increased understanding	14. Increased awareness	15. Increased knowledge	16. Increased skills	17. Increased confidence	18. Increased trust	19. Increased respect	20. Increased dignity
21. Increased safety	22. Increased health	23. Increased well-being	24. Increased happiness	25. Increased satisfaction	26. Increased fulfillment	27. Increased meaning	28. Increased purpose	29. Increased passion	30. Increased love

REASONS FOR USE OF VIDEOCONFERENCING

REASONS FOR USE OF VIDEOCONFERENCE

- World-wide audience for single live program.
- Annual Teleconference
- Better speaker availability
- Variety of people able to communicate without travel
- Timely information entire company needs to hear (Quarterly communications earning report)
- Presenter participation
- Demonstration of telemedicine to physicians as part of larger medical meetings.
- Town hall communications
- Cross functional teams
- Downlink from another conference
- Washington Speaker

REASONS FOR NOT USING VIDEOCONFERENCING

REASONS FOR NOT USE OF VIDEOCONFERENCE

Participants
It is not
easy to use
The only
reason is that
it is not
easy to use
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reason is that

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REASONS FOR NOT USE VIDEOTELECONFERENCING

THE FUTURE USE OF VIDEOCONFERENCING BY

- Handled by someone else in organization.
- It is not perceived as need or benefit, not many suppliers have looked into the details and cost.
- No budget
- Have not figured out it use in our association.
- Not requested by clients yet.
- Not educated.
- No requests
- No opportunity/did not meet objectives of meetings.
- President of company does not want to be removed from audience.
- High tech company
- Clients like to have everyone on site for training.
- Company/association is extremely slow to move into much advanced technology and may not be the best avenue since networking is highly regarded (also answer to: why)
- Reaches members of state.
- Not necessary.
- Resources not available
- No support from senior management who are uneducated with this format be used for meetings
- Have not considered it.
- No request for this method.
- No interest to clients.
- Need to educate management and attendees as to the benefits.
- No need as yet.

COMMENTS ON THE FUTURE USE OF VIDEOCONFERENCING BY
USERS

COMMENTS ON THE FUTURE USE OF VIDEOCONFERENCING BY USERS

Respondents who answered "Yes":

- It can be used as a simultaneous educational tool. You can join the East coast with the West coast in a cost effective way and still share information. I see this as an opportunity.
- Time constraints.
- Convenience, budget constraints, more companies having satellite capabilities network.
- Convenience cost savings.
- Advantage technology.
- Better availability of speaker and meeting deadlines.
- We have associates located throughout the country. The company feels this is a good personal contact without the cost in the long run.
- More regional meetings with general session from home office live.
- Travel restrictions. Use it for planning.
- For short meetings (2-4 hours), better use of time.
- We have lots of ideas right now on how to use it and I see it growing over time. We have no funding or support of pursue with interest. This is the only thing stopping us from jumping on the bandwagon.
- Convenience for large cities with many attendees.
- More convenient.
- Travel budgets are decreasing as expense of traveling is increasing more (meeting participants coming more and different foreign cities involved).
- As more staff know it is available to meet with other staff worldwide.
- Small internal meetings can be done.
- Lost savings.
- People are not as flexible when traveling.
- International travel is expensive.
- Time savings.
- Convenience and lost savings. Mountable cameras on laptops very likely and mass use
- Yes, time and mostly convenience.
- Can communicate to broader groups.

Respondents who answered "maybe"

- We are a global company. It is difficult to bring people together with all clientele changes. This will make the smaller meetings more frequent.
- Only use Video for internal company. No outside large meetings.
- People still prefer meeting face when possible.

Respondents who answered "no"

- Too expensive.
- It was not successful for us. Low attendance versus cost.

**APPENDIX H VIDEOCONFERENCING BY
NON-USERS**
**COMMENTS ON THE FUTURE USE OF VIDEOCONFERENCING BY
NON-USERS**

COMMENTS ON THE FUTURE USE OF VIDEOCONFERENCING BY NON-USERS

Respondents who answered "Yes"

- Save company money on travel.
 - One more option to fix meeting problems.
 - Should become more frequently available and less costly at off-site meetings.
 - It will become yet another method of acceptable communication to ease up processes (more, faster, better, cheaper).
 - We are a technological trading floor.
 - It offers a less expensive mechanism to bring some of our committees together. Also helps those who have busy schedules.
 - People don't have time to go to meetings.
 - It seems more and more of a time commitment issue that attendees can't get away from their offices.
 - People are slaves to convenience.
 - Another option to use a cutting edge information on the newest info available.
 - Technological advances will make it more available, practical and effective.
 - Company has just notified us of purchase of In-house set-up being available.
- Looking into using for B-director meetings. Save time and expense of bringing people in town for a one-day meeting.
- Technology is always a good thing. "Bottom line" is that it is cost efficient and that always is the priority of our company.
 - We have the technology and own it.
 - The sizes of our meetings are over 8,000. Our company is growing and our president will be unable to continue the high travel schedule. A possible scenario for us will be a simultaneous meeting with teleconferencing. I am encouraging us to pursue this technology in order to keep a more manageable of effective meeting size.
 - Because as the cost of hotels and airlines tickets rise and the videoconferencing decline it will become a more cost-effective way to meet, saving the company money.
 - As time becomes more valuable and more clients are comfortable with technology they will be more open to the use of videoconferencing.
 - We have tried to use it, but our hotel would not allow the ISDN line to be installed and the other didn't have time to install it in time. We are working on getting the equipment in our office by the end of this year.
 - Split meetings in different coast may require us in the future.
 - As our meetings get larger we will need to split them up and our president can't be at 2 places at the same time.

- No need. We will probably implement in the future.
- Because companies are trying to cut costs and a tremendous amount goes to travel.
- Because of the ease of the technology, shorter travel time of meetings.
- The company that I plan for looks to the future for ways to hold meetings. Videoconferencing is the way of the future.
- Because of the international focus on attracting world-known speakers, teleconferencing will enable my company to obtain a keynote speaker at less expense. Now we are paying for security, transportation, First Class airfare, accommodations, etc.
- I believe it save on travel. Everyone would participate if they did not have to leave town. It would take time to educate people about this way because not everyone is comfortable with this technology. Saves time away from the office and family.
- As hotels and travel rise, the need for new modes of communication arise. It may be the answer to smaller meetings.
- I like to keep up on technology.
- Due to cost and restrictions on airfare and participants time, it would help reduce training cost over all.
- Clients are all over the world. Videotelconferencing will be a great way to include clients who are unable to attend in person.
- A planner may not need to make travel arrangements.
- As our potential attendees become more comfortable with the technology and as it becomes cost efficient in remote locations, we will phase it into our plans.
- For training sessions.
- Busy executive schedules make flying for meetings more difficult.

Respondents who answered "maybe".

- Way of the future.
- I do meetings for key managers. They prefer to get away.
- If budgets are increased and demand is high enough we would use this type of technology.
- Cost will decrease as technology advances.
- This has not been able to replace face-to-face contact. Videoconferencing is one step above phone conversations. This is not in the same category as meetings.
- Industry changes.
- If I see I have the need for it I will use. Haven't been shown or told that we have such a need.
- Because I think it could save time and money and I like new technology.
- I am more than happy to use any method that will benefit my client's time and budget. Have to had the call for it though.
- No request.

- No need/interest. Our projects are designed to meet our clients goals and objectives. If videoconferencing is a means to that end we will implement that.
- Ability to hold same meetings concurrently in different locations.
- Just not there yet. Concept is good. We are not so procedure based.
- Depends on the "thinking" of the senior staff at the present. We have undergone a total reorganization of senior staff so it is a wait and see mode for now.
- It is not easily accessible outside corporate offices. I have done three videoteleconferences three years ago. I think it will be use more when technology is improved. The delay factor now is very disruptive.
- Still a small budget for this new education. Have not yet developed all areas that could benefit attendees.
- High cost of travel and time away from business.
- In the cases where invited speakers could present interactivity without incurring travel costs.
- This method may cut down on meeting expenses.
- Upon client's request.
- Never say never.

Respondents who answered "no".

- Group interaction with each other, developing relationships is important. No need yet. Too large of a group.
- Not necessary, not interactive enough. A great and important part of our meeting is the national networking at breaks, lunch receptions, etc.
- We want client contact at our meetings and videoconferencing is very expensive for internal systems. We could not justify the purchase.
- Not conducive to our meeting format although other departments may consider it for committee meetings.
- Not conducive to our training.

VITA

Gloria Morey Gifford

Candidate for the Degree of

Master of Science

Thesis: THE USE OF VIDEOCONFERENCING IN THE MEETING INDUSTRY

Major Field: Hospitality Administration

Biographical:

Personal Data: Born in Palma de Mallorca, Spain, On April 11, 1971, daughter of Sebastian and Augusta Morey. Married to Robert Donald Gifford in June 1995 and mother of Gabriela Morey Gifford, born in December 1998.

Education: Graduated from Winfield High, Winfield, Kansas in May 1989 as a foreign exchange student; received Bachelor of Arts in International Business with honors (Summa Cum Laude) from Southwestern College, Winfield, Kansas in May 1993. Completed the requirements for the Master of Science degree with a major in Hospitality Administration at Oklahoma State University in July, 1999.

Experience: Grew up in the Hotel industry throughout Spain and the Canary Islands in various hotels; Employed by Hotel Melia Barcelona (1991-1994) and Sants Hotel in Barcelona, Spain as a management intern (1993-1994); Employed by Oklahoma State University Hotel as a front desk clerk (1994-1995); Employed by Oklahoma State University School of Hotel and Restaurant as a graduate assistant (1994-1995); Employed by the Oklahoma City Medallion Hotel (now known as the Westin) as Catering Manager and Human Resources Manager (1995-1996); Employed by the Seelbach Hotel, Five star hotel in Louisville, Kentucky, as Convention Services Manager and as a Human Resources Manager (1997-1999).

Professional Memberships: Meeting Planners International (1997-present)