

# STATE OF THE MODERN MEETING

Annual Report Shows Modern Meetings are More Frequent, Change with the Seasons & Weekend Meetings are on the Rise

## THE MEETING SWEET SPOT

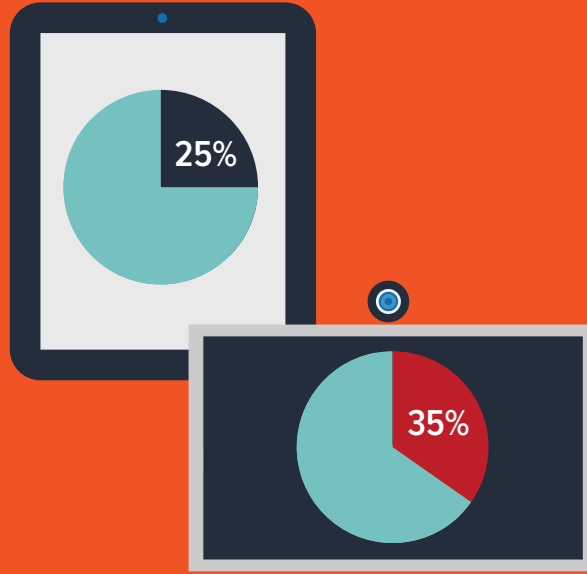
People are meeting more frequently but moving towards the 30-minute sweet spot length.

Average meeting =  
**36 MINUTES**  
with  
**3 - 4 ENDPOINTS**



## MEETING MO

When people are in the same location, they prefer to get a room...



**25%** of meetings have at least one mobile video participant on the call.

**35%** of meetings include at least one conference room-system.

## MEETING CAPITALS OF THE WORLD

Silicon Valley, leads the way followed by New York City, San Francisco, Los Angeles and London across the pond.

**NEW YORK TO LA** corridor is the most traveled business route both physically and virtually.



## AMERICA'S "MOST ACTIVE MEETING SCENE"

In the US, the West Coast currently holds the title with 1.5 times more meetings than the East Coast.

**WE ♥ MEETINGS**

**1.5X MORE**

## WEEKEND WARRIORS

For better or for worse, weekend meetings are on the rise. Twice as many weekend meetings are taking place over year prior.

**THE WEST COAST** leads the charge with 1.4 times as many weekend meetings as East Coast workers.



## IT'S PRIME MEETING SEASON TIME

Meeting activity doubles in winter compared to the rest of the year. Spring sees the fewest meetings.

Meeting activity **INCREASED BY 35%** during the epic 2015 Boston blizzard...

and **UP TO 26%** in Texas during the May flooding.

## FACE-TO-FACE MAKES THE WORLD A BETTER PLACE

In 2015...

**7.5 BILLION** travel miles avoided = 53 trips to Mars

**\$3.3 BILLION** in travel costs saved

**2.7 BILLION POUNDS** of CO<sub>2</sub> reduced = planting 322,644 trees



*Methodology: The Blue Jeans State of the Modern Meeting report is based on analysis of more than 5 million Blue Jeans video meetings from 177 countries across all seven continents.*