

# Case Study

Technology and Meetings

February 2020 LOVE GOLF



Technology has had a major impact on the way meetings are conducted in every business. People no longer need to be in the same room, city, or even country. All clubs around the country are struggling to get new people involved at governance level leaving people serving the same role over many years leaving committees or boards jaded and with a lack of new voices being heard. Can clubs be using the same technology to make it easier for more people to get involved in meetings?



Technology around communication has taken off over the last few years. We now can use our computers to communicate over times zones and around the world with things like Skype and Zoom. Golf Clubs and Districts will have members that are dispersed over a fairly large area yet they are required to attend meetings that can take a significant portion of time let alone the travel to and from the venue. Correspondence about the meeting is communicated electronically so why couldn't the meetings be held in a virtual manner as well?

Most of the boards and committees around the country are made up of volunteers so the cost of travelling to and from a specific venue can become an issue. Having a virtual meeting takes this issue completely out of the equation. Since individuals that make up the committees and boards usually interact via electronic media like messenger or email, means collaboration on projects can be difficult. The virtual meeting can help with collaboration in that non-verbal cues can be picked up on via the video link.

Virtual meetings can also have the benefit of raising the quality of the meetings in general. There will be more planning involved for these virtual meetings by making sure that everyone has the information required to be fully engaged in the meeting. It will also mean that those involved in the meeting will have had to read any correspondence sent through. These things should be happening for any meeting, but it becomes more important with a virtual meeting.

The apps that are available can cover both just audio as well as video for the meetings. The benefits for this is that if a person is on the road then they can call in and still be part of the meeting. For the video aspect those involved can pick up on the nonverbal cues that we all rely on when involved with discussions and conversations. Two of the most popular virtual meeting applications are Zoom and Skype. Each has their pros and cons and a concise comparison of the two can be found at <https://www.highfidelity.com/blog/zoom-vs-skype>

In the end the quality of the meeting depends on how it is run and also how engaged those with involved in the meeting are. Life in general is causing time pressures which result in fewer people putting their hands up to become involved in governance within clubs. Anything that breaks down the time and travel concerns can increase the number of people putting their hands up to become involved. At worst it is worth a try to make the meetings far more efficient.

