

Showcasing Your WebEx Telepresence Program

Get everyone excited about the possibilities with WebEx Telepresence!

Once people try WebEx Telepresence conferencing and see how easy and versatile it is, they're hooked. The secret lies in getting them to try it that first time. It's helpful to think about introducing telepresence to your organization as a new product launch. Make a big splash, and then give employees plenty of opportunities to try out your "product."

Host a WebEx Telepresence open house

A WebEx Telepresence open house is an effective way to introduce telepresence meetings to your organization. Run your open house throughout the day, with 30-minute training sessions that allow departments and employees to drop in when they have time. Designate users within your organization to learn and then demonstrate the basics of placing a call, connecting a computer, and adding multiple calls — as well as answer questions about your video systems.

Sponsor a special event via WebEx Telepresence

Seeing is believing! Build excitement around your WebEx Telepresence program by featuring an external speaker via telepresence or by using telepresence to connect to an external event. Seeing the interaction that telepresence makes possible in a fun and interesting context is an excellent way to get employees excited to register for training.

Set up a do-it-yourself (DIY) unit

The more people can touch and feel new technology, the more comfortable they become with it. Place a small desktop video device with information about your telepresence program in the lobby, cafeteria, or other high-traffic communal areas. This will raise awareness and make it easy for employees to explore the value WebEx Telepresence provides.

Make training invitations personal

Have your executive sponsor invite employees to training sessions to ensure high attendance.

Hand out free gifts

Everyone likes a freebie! Hand out small giveaways during your training sessions to attract attendance and remind employees of the event.

Launch a "Find User" promotion

Word of mouth is often your best marketing. Reward employees who introduce WebEx Telepresence to coworkers. A branded coffee mug, pen, or other small gift are great incentives.

Virtual water cooler

Relationships get forged in casual settings. Set up a video device in your cafeteria or other public area and dial into another company location. When employees walk past this virtual water cooler, they can see who's passing by on the other end and say "hello."