

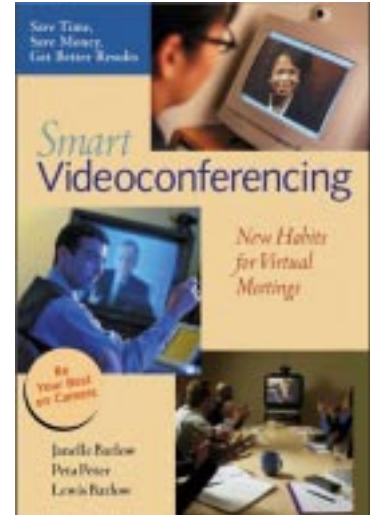


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SMART VIDEOCONFERENCING
New Habits for Virtual Meetings

by Janelle Barlow, Peta Peter, and Lewis Barlow
Publisher: Berrett-Koehler Publishers, Inc.
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“In today’s world where many are trying to define new strategies to deal with geographic separation and time sensitive issues, *Smart Videoconferencing* is essential reading. This book provides unique and pragmatic insight into communication using videoconferencing.”

—Craig Dinsell, Executive Vice President
Oppenheimer Funds

“Unless you’ve read *Smart Videoconferencing*, the results of your next videoconference will either be (1) memorable, (2) without impact, or (3) so bad it is now a part of your legacy. This handbook guarantees your results. A ‘must’ read for every executive.”

—Thomas Grissen, COO
Maximus

- Released one year after the September 11 terrorist attack, this book shows business people how to save time, money and look their best by *effectively* using videoconferencing.
- Presentation and media experts Barlow, Peter, and Barlow have written the first book focusing on the presentation aspects of videoconferencing with four easy-to-implement habits for getting the most out of virtual meetings.
- To avoid disastrous presentation experiences, the authors contend that people need to understand that videoconferences are different from in-person meetings and are also best not treated simply as telephone calls with pictures. New approaches and habits are needed.

Since September 11, airplane travel has dramatically fallen off its peak achieved in the last decade. Large American carriers are now threatened with bankruptcy. The sobering reality of increased travel risk, a slowed economy, and longer times required to get through airport security has been accompanied by a dramatic increase in sales of

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videoconferencing systems. Predictions are that this trend will continue until videoconferencing (VC) becomes as common an alternative to meeting in person as is the telephone.

Most large companies and many small-to-medium sized organizations now have VC capability. Unfortunately, many of them are failing to get maximum benefit from their investment—or they have discontinued use of expensive systems because of disastrous or mediocre presentation experiences.

Drawing upon their broad media experience, Barlow, Peter, and Barlow identify and then show their readers how to work with VC's unique advantages. The authors argue that videoconferencing is different both from meeting in person and from talking on the telephone and is best not treated as merely another communication device. If VC is thought of as just a telephone with pictures, its unique advantages can be easily overlooked or dramatically abused.

Whereas other books in the field cover the technical aspects of VC, Janelle Barlow, Ph.D. (author of the best selling *A Complaint Is a Gift*) and coauthors Peta Peter and Lewis Barlow, have written the first book focusing on how to participate effectively in videoconferences. The authors guide readers in leveraging their choices when it comes to meeting by videoconference, or in person, or on the telephone. They encourage 'prime time' thinking, detail how to make VC technology a friend, and suggest ways to maximize on-camera presence.

A high-tech marketing director interviewed by the authors said that without coaching she felt exposed, embarrassed, and was horrified by her appearance in her first videoconference. "It ruined the experience," she commented; and, like many others, she doesn't want to repeat the experience. Barlow says it doesn't have to be that way.

The authors have produced a road map guiding readers to avoid common pitfalls of bad videoconferences that can severely limit a business career. Four habits, illustrated with entertaining and painfully embarrassing examples, are spelled out to help people with their virtual meetings.

Janelle Barlow is President of TMI,US, one of 38 partners with a multinational training and consulting company headquartered in Denmark. Peta Peter is a Senior Partner and Lewis Barlow is an Account Manager with TMI,US.

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Review copies of *Smart Videoconferencing* are available upon request.

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