

06. Zoom Meetings

'What are we going to do now?'

'Zoom meetings. Remote meeting software. Zoom, is the most popular of them.'

'So. This is about getting people from all over the country to meet digitally.'

'Correct. When the Covid was coming in, I suggested to the members of my book group, that maybe, we should make some preparations. They rolled their eyes and accused me of pessimism. The following month, we were meeting remotely.

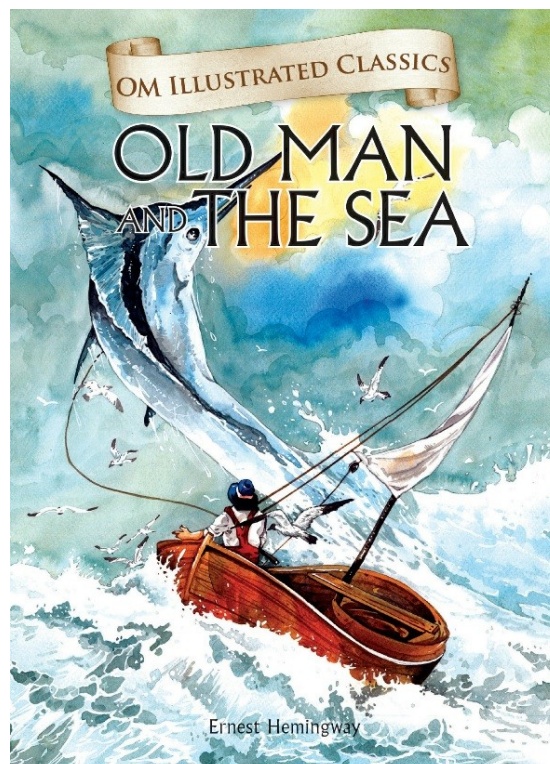
We used several products, but settled on Skype (Microsoft) in the end. That, saved our book group, until everything returned to normal, one year later. I got to choose the book for that first meeting. I chose the One Million Pound Note, by Mark Twain. I chose it, mainly because it was free.'

'How long have you been going to your book group?'

'At least fifteen years. I think maybe twenty years, this Christmas.'

'What was your last book.'

'*Old Man and The Sea*, by Ernest Hemingway. I had the illustrated version.'



‘We should get back to the Zoom meetings.’

‘You would think that most people do their own Zoom meetings?’

‘The difficult part about on line meetings, is not technical – it is managing the attendees. Making sure that everyone can connect in. One person had their iPad die on them, because they forgot to charge it. Someone else kept freezing, because they were too far from their router. One man managed to turn the camera on his tablet away from himself and couldn’t work out, how to swap it back. When I arrange a zoom meeting, in reality – I am paid for organising the attendees.’

‘What does a Zoom meeting look like?’

‘Here’s an example on YouTube. It’s a book group, based in New York.’

<https://www.youtube.com/watch?v=FPx1bQDhpjk>

‘Does Zoom, only work for four users?’

‘No. These things scale up. Everyone has a big screen TV now, so you can have twenty people in a meeting. Typical uses for this are any teams, who are based across the country. Tech teams, sales teams. Those are the most commercial uses. Saves on time and the cost of hotels and travelling. It can be very effective.’

‘What else can it be used for?’

‘Anywhere, where people might meet physically and they are restricted by costs or time scales and they need to get together. Digital is never as good as real life.’

‘Give me a list of possible uses for Zoom...’

‘OK.

- Sales Meetings.
- Area Maintenance Technical Meetings.
- Family Gatherings.
- Special Interest Groups, where people are located across the country.

With high speed fibre and the widespread availability of cheap devices that can connect to the Internet. The only limitation is the customer’s imagination.

All a customer has to do, is pick up their phone and ask. I can only say no.’