



copper : Earth Day

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How to Use Audio and Web Conferencing to Run a Greener Business

Running a greener business means changing the way businesses think about daily operations. It means thinking of ways to reduce, reuse and recycle – and still make money. Copper Conferencing's audio and [web conferencing](#) services are just the tools to help run a greener business and save time and money in the process. Audio and web conferencing are easy-to-use, environmentally friendly and cost effective tools you need to businesses can easily implement to achieve green business goals and keep more green in the bottom line.

Audio Conferencing

[Audio conferencing](#) is one of the simplest ways to start reducing carbon emissions and reach green goals quickly. Reducing a carbon footprint immediately or expanding current effort is easy with audio conferencing because phone meetings can be done from any phone – mobile, landline or VOIP -- in any location at any time. By some estimates 90% of in-person meetings can be executed via phone conferencing. As a home-based business with a single office or a multi-national corporation with locations worldwide, audio conferencing provides a wide-range of flexible conferencing calling options to assist in meeting green business goals.

On Demand

[On Demand](#) audio conferencing is a reservationless audio conferencing service for up to 125 people at one time. A call can be easily initiated within minutes or can be scheduled in advance. Participants simply dial in to a toll-free number and enter a conference id to join the teleconference. Hosting an audio conference at any time, from any phone with anyone is simple and eco-friendly. With outstanding audio quality, businesses find this service easy-to-use and affordable.

On Demand International

Accommodate international audio conferencing participants by using [On Demand International](#), the low cost dial-in audio conferencing service for daily use. Participants dial-in from major cities worldwide and enjoy lower "local rates" -- it's a win-win situation. With the high cost of travel and the differences in time, On Demand International provides a cost-effective way for companies around the globe to connect.

Custom Solutions

A custom audio conferencing solution generally involves an operator-assisted call and is used primarily for large teleconferencing events or conference calls such as those involving investors. A custom teleconference is a great way to host a company meeting and demonstrate a commitment to reaching green business goals. A Copper Conferencing [Conference Coach™](#) can quickly assess your needs and efficiently set up an audio conferencing solution to meet your immediate and long-term needs.

Web Conferencing

[Web Conferencing](#) enables businesses to hold dynamic meetings while reducing travel and carbon emissions. Interactive features, such as integrated video and application sharing, make meeting possibilities endless. By hosting a webinar, anyone can:

- Conduct a remote interview
- Have a team meeting or training
- Show a presentation and collaborate in real-time
- Record your web conference for later playback

[Teleworking](#) is much more feasible with web conferencing. No longer are telecommuters relegated only to using the telephone to conduct business. One benefit to companies connecting remote employees through the use of web and audio conferencing, is that the talent pool is much bigger. No longer do companies have to look for candidates who are willing to relocate to fill positions. Additionally, by broadening a network of teleworkers instead of employing traditional in-office staff, companies are helping reduce (or at least minimize) their carbon footprints,

To help companies with providing teleworkers proper tools and run a greener business, Copper Conferencing provides two different remote meeting solutions.

WebPresentNow™

[WebPresentNow™](#) is a simple, platform neutral web conferencing tool for web meetings. Easy-to-download and easy-to-use, WebPresentNow™ gives you complete control of your web meetings.

WebPresentNow™ offers adaptable web conferencing for:

- One-to-one or one-to-many meetings
- Ability to control attendees' interaction
- No software download for participants
- Intuitive video sharing with desktop cameras
- Instant document or application sharing
- Premium presentation and white boarding tools
- Hassle-free, firewall-friendly connections
- Easy to load and manage control panel

Web Visuals

Copper Conferencing has the right web conferencing tools to make your web meetings and webinars effective and interactive. [Web Visuals](#) gives you the ability to instantly show documents and images to participants over the web. You can meet anyone, anytime from anywhere.

- Web Visuals Features
- Integrated audio
- Reporting
- Document sharing
- Whiteboard
- Outlook® integration
- Browser sharing
- Polling
- Application sharing
- Recording
- Chat

- Question & Answer
- Meeting lock and security

As businesses look for ways to improve business efficiencies while still striving toward green goals, internet meetings and phone conferencing will continue to play a vital role in business communications. Businesses that have tried conferencing are only beginning to realize the benefits that conferencing brings to daily business operations. Indeed, businesses that have fully embraced online meetings as a way to deliver content in real-time and use teleconferencing on a daily basis to connect employees, customers and investors know how much time and money can be save and the resulting positive effect on the bottom line. Smart businesses look to conferencing as a best practice for business and for the environment.

For more information on Copper Conferencing's services contact us at 866.903.7521 or sales@copperconferencing.com.