



# copper : Earth Day

conferencing

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## Smart Business: Using Webinars and Teleconferencing to Telecommute

"A teleworker is defined as someone who spends at least one day a month working from home. It does not include mobile teleworkers, such as so-called "road warrior" business travelers, those working from client locations, or self-employed, home-based individuals. Gartner Inc., which compiles teleworker data, refers to "corporate teleworkers" to distinguish these from the others." (Source: State of Green Business 2008 by Joel Makower and Greenbiz.com)

As the face of American business has changed, so too has the way America does business. Not only are there many more teleworkers (or telecommuters if you prefer) -- remote offices and self-employed, home-based individuals, but the way these teleworkers communicate is different as well. On the whole, teleworkers are a savvy bunch. They are mobile, believe in real-time, if not instant, communication, and continually look for the best way to accomplish business goals while still telecommuting.

At Copper Conferencing, we believe in providing teleworkers with the best possible audio, video and web conferencing services. Our suite of conferencing services is perfect for any teleworker whether an individual consultant, small business owner or a remote employee of a Fortune-class company.

### Web Conferencing

Teleworkers never had it so good. Copper Conferencing's web conferencing services are affordable and easy-to-use. Integrated with our On Demand audio conferencing, teleworkers will find out that Copper's web conferencing is an indispensable, must have business tool.

### Audio Conferencing

Whether you need to immediately host an audio conference call or whether you want to schedule a large-scale audio conference call, Copper Conferencing has both On Demand and operator assisted audio conferencing services to fit your needs.

### Video Conferencing

Video conferencing solutions range from low-cost, internet-based services to custom, steaming video conferencing systems. Find out what's right for your business.

### Event Services

Our Event Services team is available to help you manage any conferencing event. As a teleworker, you may not have all the resources you need to schedule, run and report on an event. Let our Conference Coach™ experts help you manage your next conferencing event. Large or small, we'll help you through it.

For teleworkers, the choice of good communication options continues to grow. The challenges of effectively conducting business are minimized when the right phone conferencing and internet

meeting combination is used daily. Conferencing is a best practice for working – inside the office or when telecommuting.

**For more information on Copper Conferencing's services and telecommuting visit us at [www.lesstravel.com](http://www.lesstravel.com) or call 866.903.7521.**