

10 Reasons Your Business Should Be Recording *All Your Meetings*



A comprehensive look into how and why a growing number of organizations are transforming their meetings to boost employee productivity.

Panopto on a Page

Businesses succeed when employees are able to work together efficiently to solve complex problems, execute new initiatives, and share knowledge. And whether you love them or hate them, meetings are still one of the most effective ways for employees to collaborate.

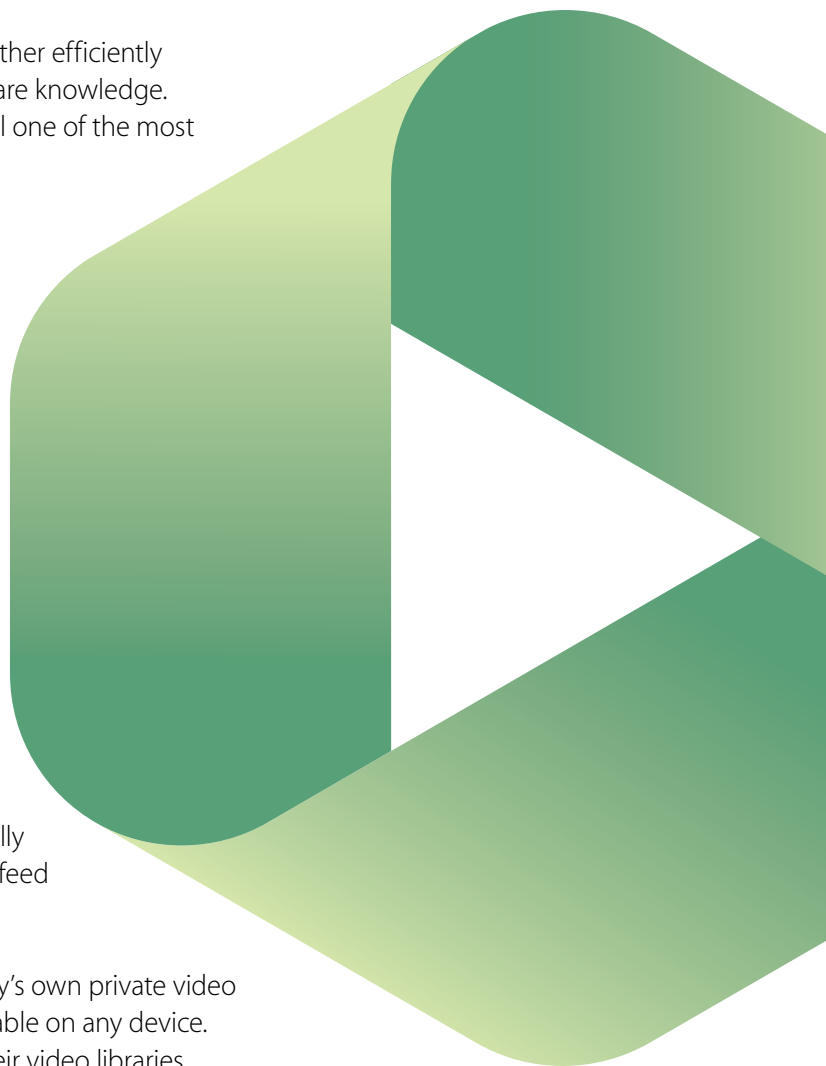
That's why a growing number of organizations now record meetings as a standard practice. When you record your meetings, attendees can give their undivided attention without worrying about taking notes. No one has to resolve a last-minute scheduling conflict. Teams can share recorded meetings with new team members after the session took place. And a searchable archive of recorded meetings can provide an unparalleled historical context for ongoing projects.

Whether you're recording from your video conferencing system, or simply with a camera in the conference room, Panopto makes it easy to securely capture, manage, and share just about any kind of meeting. Panopto integrates with leading video conferencing systems like Zoom, Skype, and GoToMeeting, as well as with in-room AV systems like Crestron and Extron, so you can automatically capture every video conference recording and every video feed from your conference room cameras and microphones.

Panopto uploads your meeting recordings to your company's own private video library where they become searchable, shareable, and playable on any device. Panopto administrators also have complete control over their video libraries with fine-grained controls to define user permissions, retention policies, and availability windows for video assets.

Panopto's video platform is recognized among the best in the industry. Gartner has named Panopto a "Leader" in its *Magic Quadrant for Enterprise Video Content Management* report, Aragon Research has named Panopto a "Leader" in its *Globe for Enterprise Video* report, and Wainhouse Research has named Panopto a "Champion" in its *Video Solutions for Corporate Learning* report.

Want to try Panopto for yourself? Visit www.panopto.com/try today to request a free trial of our video software.



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The Secret To Getting More Value From Your Meetings

When you add it all up, the sheer amount of time we collectively spend in meetings today is shocking.

In the US alone, the Bureau of Labor Statistics estimates there are between 36 and 56 million business meetings held every day. On average, employees attend 62 meetings each month.

The growing prevalence of meetings has been met with no small amount of grousing — it's not uncommon to hear meetings referred to as "productivity killers" that not only eat up prime working hours, but also force attendees to stop whatever they're doing entirely and leave their desks to walk down to the meeting location.

Considering that the latest cognitive science tells us it can take up to a half-hour for people to get refocused and back up to working full speed after an interruption like a meeting, it's not hard to see how attending even just a couple of meetings in a day might derail an employee's progress on a task.



*The average employee attends 62 meetings each month.
Which is why maximizing the value of those meetings
is so important.*

So then a question: Why do meetings persist?

In an age of open office plans and omnipresent communications, where the average employee can instantly connect and collaborate with colleagues by email, text, messaging apps like Slack and Microsoft Teams, project tools like Trello and DropBox, note taking spaces like Evernote and OneNote, and assuredly dozens of other venues — to say nothing of just standing up and walking over to a co-worker's desk — why do we still meet in person at all?

The answer may actually be simple.

Love them or hate them, meetings remain one of the most efficient, most effective ways for employees to collaborate and share ideas.

Every other means we have to exchange information is asynchronous — we write something out, hit send, and wait. But unless an email is answered in 5 minutes, on average, research suggests we'll be stuck waiting for a response for the next 17 hours. In fact, at the average large company, research tells us that employees spend 5.3 hours every week waiting for information from their colleagues.

When done well (admittedly, not a given), meetings solve that problem — enabling us to achieve alignment on goals and strategies, sync on progress, troubleshoot roadblocks, make decisions, and more, without all the waiting, and without all the back-and-forth.

One Key Problem With Meetings

Meetings are by their very nature ephemeral.

A time is scheduled, attendees arrive, and they meet. Information may be exchanged, updates given, decisions made. Then at the top of the hour, everyone moves on to their next meeting or task.

Do you see what's wrong?

We treat meetings as activities instead of resources.

It's a nuanced difference, but an important one. Of course, the purpose of most meetings is to support activity — we meet to help the team keep moving, or to get things done. But we do all that by sharing information. And oftentimes, information exchanged person-to-person in a meeting may literally be shared nowhere else in an organization.

After the meeting ends — when it's time to take action based on what was shared — there's nothing to go back and reference later aside from our memories and any notes we may have taken. That leaves us (and the entire organization) with, at best, a very incomplete record of any important details we may need to revisit or reuse later.

And it only falls apart from there, because humans are wired to forget.

Just an hour after the meeting ends, on average, attendees will be able to recall only 44 percent of the information that was discussed. After just 48 hours, that number drops to 28 percent. The teams in charge of employee training call this "The Forgetting Curve".



At most organizations, meetings are ephemeral activities. And that means almost three-quarters of what's discussed there will be forgotten just two days later.

Of course, human beings have been trying to beat the forgetting curve for perhaps the entirety of existence. Most of our favorite failsafes, however, are more “fail” than “safe.”

Manually-taken notes — whether informal, personal notes or formal meeting minutes — seldom capture more than a small fraction of the information discussed in a meeting, and rarely do they also capture visual aids that add context, like shared screens, presentation decks, and whiteboards.

Moreover, manual note-taking creates an unwinnable dilemma for attendees. If a person is focused on taking notes, they aren’t fully able to actively participate in the meeting. But when they’re focused on actively participating in the meeting, they aren’t able to take detailed notes.

And since the common wisdom is that active, intelligent participation in meetings is essential for anyone interested in getting noticed for that next promotion, it should be no surprise that much of the valuable information exchanged in any given meeting will go undocumented.



Whiteboarding can help your teams document ideas and processes. But what’s on the board is only half the story.

How you got there, who made the case, and what other options the team considered may be just as important for someone to know in the future.

Which is exactly the tradeoff no organization wants.

Not having a complete record of a meeting to reference later can deliver major blows to productivity within your organization:

- Projects may lose momentum or face delays because anyone who missed a past meeting (or who is just missing some key detail from that meeting) has to grab extra time from someone else to fill them in on something that was **already covered in the meeting.**
- Meeting leaders and project managers have to do double the work, sending out follow-up emails with meeting notes and action items, just to recap things that were **already discussed in the meeting.**
- Subject matter experts are asked to spend extra time either repeating their presentations or creating additional documentation of information and processes they **already provided during the meeting.**
- Meetings take longer and are less productive because attendees are multitasking — furiously taking notes, snapping pictures of whiteboards, or trying to follow along in working documents — **instead of being fully engaged during the meeting.**

Add up all of that wasted time across the entire company and it’s easy to see why organizations continue to look for new ways to make meetings better.

One Solution To Improve Productivity Around Meetings

With so much of people's days being devoted to meetings, leaders in almost every organization have begun looking for ways to relieve the strain meetings can put on productivity, and reap more of the benefits that real-time collaboration and meetings have to offer.

As it turns out, there's a simple solution to this challenge that several Fortune 500 companies have already discovered.

So what's the secret? Record all your meetings.

By recording meetings, you can turn the conversations your employees are already having — whether in conference rooms or on video calls — into valuable information resources that minimize the time meetings take away from your employees and maximize the impact meetings can have on your bottom line.

And better still, you likely already have the tools you need in order to give it a try.

Most organizations today already have conference rooms equipped with video cameras and microphones, as well as video conferencing software that makes it possible for people to attend meetings from different locations. And most of your people even have video cameras and microphones built in to their laptops.

All that means the only thing stopping you from creating complete digital records of any and every meeting is simply that **no one has thought to press the "record" button yet.**

Sound crazy? That may just be because you've never considered it before. So let's take a look at 10 compelling reasons you should start recording your meetings.



*Unshared knowledge
costs money.*

*Find out how much your
company is losing with this first-
of-its-kind workplace productivity
study by Panopto and YouGov.*

Click to read:

[The Workplace Knowledge and
Productivity Report](#)

10 Reasons To Record All Your Company's Meetings

No one has to miss a meeting.

Sometimes getting the right people together at the same time can be the biggest hurdle to moving a project forward. Web conferencing can remove geographic barriers, but it won't allow people to attend two meetings at once or eliminate scheduling challenges between colleagues on opposite sides of the world.

Recording video of meetings and presentations ensures that no one has to miss out on a discussion or any of the visuals that people in the meeting room can see. On-demand videos can be shared with attendees who can't attend in person, regardless of geographic distance or last-minute schedule conflicts, so everyone has access to the same information covered in a meeting.

What's more, when you start recording your meetings, busy employees and leaders — often pulled in multiple directions — gain more control over their schedules. Meeting invites are no longer first-come, first-served, as people can allocate their time to meetings where they can be most impactful — and still review and contribute to the lower-priority meetings they couldn't attend in person.



Never hear the words “schedule conflict” ever again. When meetings are recorded, team members can still contribute to discussions they couldn't attend in person.

Improve focus and engagement in the meeting.

Recording meeting videos gives your people an exact record of everything that was presented and discussed — a perfect fallback resource for anyone who's ever thought, “Didn't we discuss that in our meeting last week?”

When attendees know a recording will be available, they don't need to take copious notes in case they need to reference something later. And meeting leaders can more easily request that attendees minimize distractions on their computer screens. This enables employees to focus and participate more deeply, making your meetings even more valuable and effective.

Reduce time spent duplicating efforts.

Project managers and meeting leaders are, by now, somewhat used to sitting down at their computers immediately following a meeting and spending time typing out notes, next steps, and other action items to send off to the team.

With a recording of the meeting, however, that's a step that's simply no longer needed. Instead, meeting owners can send a link to the meeting video itself, and teammates can quickly search that recording to find any details they need right when they need them.

All that, in turn, frees up more time for your team to make more progress on their projects. Of course, on an individual basis, the time savings may be small — but when you consider that each and every employee is attending an average of 62 meetings every month, it's easy to see how all those minutes and hours add up.

No detail can get lost or forgotten.

Meetings are valuable because they give people time to discuss a ton of information and come to a consensus more quickly than they could in an email thread.

But handwritten notes, meeting minutes, and even audio recordings can't capture every discussion and every decision as well as the actual slides, screen shares, and whiteboards utilized during a meeting. Meeting notes and minutes, in particular, are also influenced by the perspective of the note-taker, which means different people will expectedly document different parts of a meeting they think are important in different ways.

A video recording captures it all exactly as it happened, so you really can know exactly who said what, what specific details were shared, which decisions were made (and how), and which action items were assigned.

Get new contributors up to speed quickly.

Projects rarely take a linear path from start to finish — teams often change when priorities do, or expand when new expertise is needed. It's up to the project manager to get new contributors up to speed quickly every time that happens.

Having recordings of your previous meetings can be exceptionally valuable when it comes time to brief new team members on an ongoing project's progress and goals. Instead of having to pause the work in order to schedule download meetings and waiting for information from others involved with the project, new contributors can review past meetings to get all the details they need to begin working on a project.



What Would You Do With Another 7,000 Working Hours?

For Synaptics, a pioneer in touch- and voice-enabled interface technologies, staying ahead of the competition is everything.

But with 2,300 employees scattered around the globe, organizational, geographic, and language barriers made it difficult for employees to share their expertise with everyone else in the company.

Enter "SynaVision".

Powered by the Panopto video platform, SynaVision helps Synaptics centralize its institutional knowledge, support innovation, and save time and money (including more than 7,000 hours in just the first year).

To see how they did it, click to read

[Case Study: Synaptics Centralizes Knowledge Sharing and Saves 7,000 Hours Annually](#)

Collaborate outside the conference room.

Today, we're accustomed to continuing collaboration outside of the meeting room (or beyond the conference call) through email, shared documents, and productivity hubs like Slack. None of these communication solutions, though, make it easy to reference specific discussions that happened during a meeting — or worse, they require the creation of an entirely new document or messaging thread.

When you record a meeting, you create a complete document in which people can reference specifics, either by sharing a link to an exact moment in the video through other messaging channels or by collaborating right inside of the meeting recording. A video platform like Panopto makes it possible to not only leave timestamped comments but also to have threaded discussions right inside your recordings.

All that matters because, as much as meetings are invaluable opportunities to exchange information and keep projects moving, they are still bound by time. Enabling your meeting recordings to be a useful part of all your teams' other asynchronous communications will make both your meetings and your other communications more complete and more useful.

Understand how we got here and why decisions were made.

As change initiatives, important projects, and fiscal quarters come to a close, most organizations find tremendous value in holding a "post-mortem," reviewing what the results were, how they got to those results, and what should be done in the future.

But when important milestones and decisions occur over a long period of time, or when a big project involves dozens of people and hundreds of moving parts, it can be hard for anyone to accurately recall all the critical moments that helped the work along.

Searchable meeting recording archives and transcripts can provide more complete context and insights for leaders looking to learn from things that went well and things that went, well, not-so-well.



*Referencing something that was shared in a meeting shouldn't require your team to schedule **another** meeting.*

Compile a library of institutional knowledge.

You want your people to share information and institutional knowledge. But doing so in a meeting can be a double-edged sword for the employee — while sharing something useful or insightful in a meeting may make things easier for everyone else, doing so often leads to more work and interruptions for the team member themselves. And that can quickly negatively impact their productivity, as undoubtedly that expert will be asked to share that knowledge again and again, either in one-on-one explainers or in formal written documentation or both.

If, however, you're recording your meetings and archiving those in a video library, there's no need to ask your expert to repeat themselves, or to add a hefty documentation task to their already long to-do list. Instead, others can simply watch the relevant moments from the original meeting. And if more information still needs to be shared, your expert can quickly record a video of themselves presenting those details — which usually takes far less time than it would take to create a formal written document to add to your knowledge base.

What's more, capturing the knowledge and information shared during meetings at your organization enables your business to proactively build a massive library of institutional knowledge that can be searched and referenced at any time, even after an expert and their valuable insights have left the company.

Discover teachable moments and build a culture of transparency.

Many things can happen in meetings behind closed doors that can strain not only productivity but also relationships between employees and even morale. When it comes to conducting efficient meetings and fostering transparency in your corporate culture, there are many insights that can be gained from reviewing meeting recordings, which in turn can help you to coach and support the growth and development of your employees.

Meeting recordings can enable not only managers and mentors but also the meeting leaders themselves to review how a meeting was conducted. Observing meetings can help your people identify and correct bad meeting behaviors, as well as daylight opportunities for adapting interpersonal communications and leading more productive meetings.



"Our problem was that we had a limited number of experts. We either had to scale up the number of experts we had, or find another way to leverage their expertise."

See how one industry leader uses video and social learning to improve its business:

[Case Study: 6 Ways One Financial Markets Technology Leader Uses Video To Improve Its Business](#)

Gather previously undiscoverable insights about your business.

Most organizations truly know very little about how meetings are impacting their businesses today. While there are a few nice tools online for analyzing your own work calendar that may tell you how much time you're spending in meetings, getting that information for your company as a whole is challenging if not impossible for most businesses.

When you record and archive all your meetings, you create a new data source that can provide a whole set of never-before-available information you can analyze to help you learn and make better decisions about how to evolve your workplace's meeting culture, and in general, more efficiently run your business.

It's Not Really About Pressing "Record" — It's About What You Do With The Recording

Recording your meetings — using the conference room technology and unified communications tools you already have — can help make your people more productive by enabling them to revisit key meeting moments or view conversations they weren't able to join live, while also protecting your company by providing a record of what happened during each interaction.

That said, encouraging your teams to press "record" is only part of the challenge.

To fully unlock the potential value of sharing meeting recordings as a means to enhance productivity and collaboration, you also have to find a way to actually share the recordings.

And that is the hurdle that trips up most early adopters.

By now, a number of conference rooms have cameras installed, and most video conferencing solutions offer native recording capabilities.



*Most video conferencing systems now make recording easy.
But what do you do with the finished video?*

But once the meeting is over and your recording is finished, all too often organizations leave their people to jump through a lot of hoops to get access to all that valuable information.

The Four Problems With Sharing Meeting Recordings

Making it possible to securely share meeting recordings with colleagues is something conferencing solutions simply aren't built to do. They've been created to facilitate activity, not to document it.

And that means the question of how and where to share video recordings is most often left up to the meeting owner themselves — and the answers they usually come up with are less than ideal.

Today, meeting recordings typically end up saved to individual laptops, stashed in folders on your corporate network with nothing more than a date or meeting subject as an identifier, or hosted only temporarily in the cloud. Or worse, a meeting owner will upload the video to consumer-oriented sharing sites like YouTube or Dropbox, where sensitive information may be available to any random person who manages to get their hands on a link.

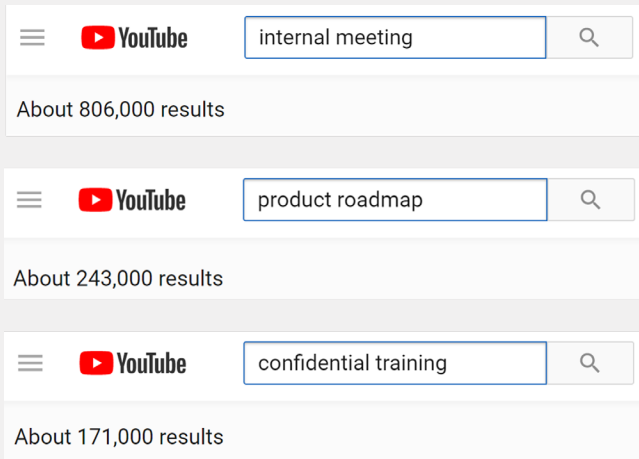
Sound overblown? As of this writing, a quick YouTube search turns up more than 800,000 videos for “internal meeting,” 240,000 more for “product roadmap,” and another 170,000 for “confidential training”.

Hopefully none of those are yours.

And making video files available is only one part of the problem. When sharing meeting recordings with colleagues, your employees frequently encounter the following challenges — any of which may result in your organization losing the value these assets stand to offer.

Problem 1: You can't simply *send* a video file.

Even short video files are often too large to send as email attachments. One single minute of video recorded on an iPhone at 1080p creates a 175MB file — that's a full order of magnitude larger than the maximum attachment size most enterprise email servers allow for, and it's only 60 seconds long. When email isn't an option, people turn to uploading the recording to file sharing sites like Google Drive or Dropbox in order to share the link, but these aren't optimized for easy video sharing either. Viewers typically have to download the entire video file to their device before they can play it, and none of the file sharing sites today make it possible to navigate through the video content or search inside videos to find specific, relevant moments.



The image displays three sequential screenshots of a YouTube search interface. Each screenshot shows the YouTube logo, a search bar with a specific query, and the resulting number of search results. The first screenshot shows a search for 'internal meeting' with approximately 806,000 results. The second screenshot shows a search for 'product roadmap' with approximately 243,000 results. The third screenshot shows a search for 'confidential training' with approximately 171,000 results. Below these screenshots, a quote states: 'When videos are inadvertently shared publicly on YouTube, anyone can find them.'

Problem 2: Videos don't automatically play properly on every device.

Video files aren't like text documents. There are dozens of different video file types, and few that will reliably play on every PC, Mac, and smartphone used by all the people in your organization. Some video conferencing systems even record videos in proprietary file formats that can't be played without first downloading and installing special software. It's a problem that's easy to overlook until someone tries to share a video and a colleague only receives an "Error: File Type Not Supported" message.

Problem 3: Searching for specific moments in meeting recordings is almost impossible.

Most meetings are scheduled for either 30 or 60 minutes. But when employees go back to review meeting recordings, they seldom intend to watch the full session — they want to revisit those 2 relevant minutes where some important detail was discussed. In a document, that's easy — you just hit control+F, and a keyword search will help you sift through even the longest of memos. Video, however, has traditionally been a black box, with no means by which viewers can quickly jump to key moments. Instead, they're left either clicking randomly through the playback timeline, or resigning themselves to watching the entire recording. In either case, the efficiency you gained by recording your meetings is lost because the information inside those recordings isn't easily accessible.

Problem 4: Your meeting recordings may not be as secure as they really should be.

Whether you're using your video conferencing tool's cloud storage or a file sharing system like the aforementioned Google Drive or Dropbox, when "sharing a video" means "just sending someone a link to an unlisted file," you run the risk of sensitive internal meeting recording ending up in the wrong hands. Most conferencing systems do not offer fine-grained controls for securing your video content at the administrative level. So if an employee chooses the "anyone with this link" can view option, then, indeed, anyone with the link will be able to view it whether they were meant to or not — and you may never even know that it was shared with the wrong person until it's far too late. While the potential ramifications of such insecure sharing are obvious when it comes to making sensitive content public, the consequences can be just as bad or worse even if the video is only inadvertently open to the wrong internal audience. It's not hard to imagine the blowback that could occur if employees were able to discover the meetings your executives hold to discuss changes to organizational strategies, budgets, and staffing.



What capabilities should a video search engine have?

Click here to learn more:

[ASR, OCR, and Transcription: What's the Difference When it Comes to Searching Video?](#)

So while recording your meetings is a mandatory first step toward using them to enhance productivity, recording alone isn't enough.

It's also absolutely necessary to intelligently manage your meeting recordings, to ensure they're securely retained and shared only with the intended audiences, and to make sure that those audiences are able to consistently access and quickly search through the content of those videos that are shared with them.

Which is why a complete meeting capture solution does more than just record. It takes those recordings and makes searching, sharing, and watching those videos later easy, while keeping everything secure.

Recorded Meetings And A Video Platform: Better Together

Whether it's from the cameras already installed in your conference rooms, or the video conferencing software you already use (Zoom, WebEx, GoToMeeting, BlueJeans, Skype, or anything else), most video meeting solutions make it easy to record the audio, video, and screen shares.

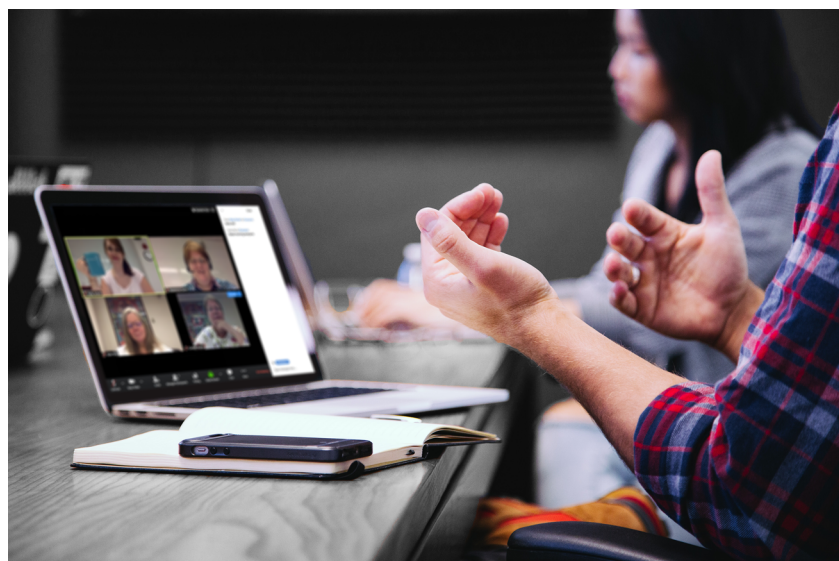
Unfortunately, none of those solutions are built to help you securely manage and share a growing library of internal videos.

So in order to get the full value from your meeting recordings, you need a complementary solution — one that can help you securely and reliably access those recordings, as well as to quickly search them and review them so you can get the information you need and get back to work.

That solution is a video platform.

When connected with your meeting recording systems or integrated directly with your video conferencing solution, a video platform will enable your organization to securely capture, manage and share meeting recordings at scale — helping you to unlock a wealth of searchable institutional knowledge and insight that would never before have been available.

It's like having your own private, secure YouTube — but better.



Your team already uses your video conferencing solution to share updates and information. A video platform can help your people make all that video more useful.

A modern video platform like Panopto works in concert with your existing meeting technologies so you can easily turn your meeting recordings into reusable information assets. Here's how a video platform can help your teams get the most out of meetings:

Secure, flexible long-term storage.

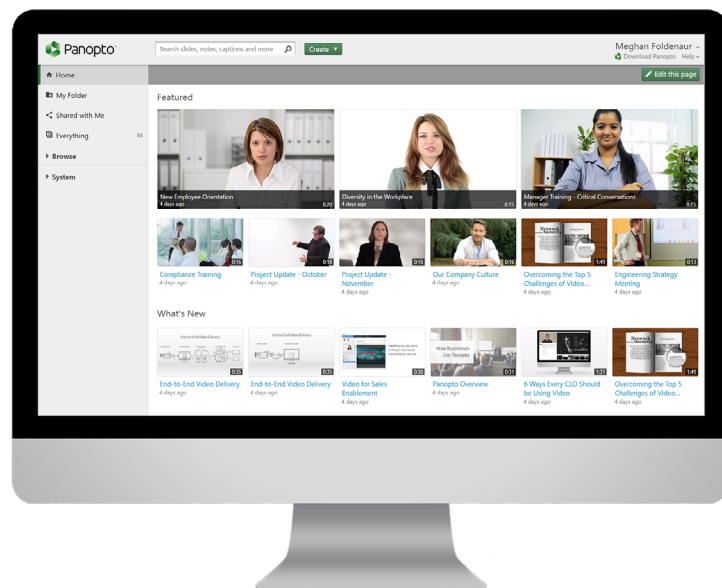
With a video platform, you can centralize and store all of your meeting recordings in a searchable video library that sets recordings to private by default and saves all of your recordings until you decide you don't need them anymore. Upload every video conference or conference room recording to your video platform — even add existing meeting recordings in bulk — and your video platform will automatically transcribe your recordings, make all the words spoken and shown in them searchable, and optimize them for seamless one-click streaming on any device.

Governance tools for managing meeting recordings at scale.

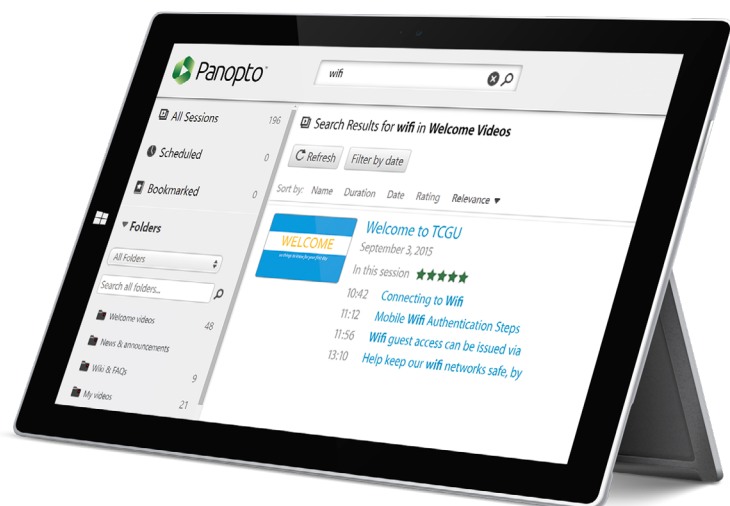
How do you ensure the right people have access to the right meeting recordings? And how do you keep confidential information under wraps until it's ready to be shared more broadly? A modern video platform typically includes single sign-on (SSO) integration to give administrators complete control over who meeting recordings can be shared with, whether it's at the company level, team level, or on an individual recording basis. Administrators can also typically manage video content retention and availability, with options to set videos to expire after a set amount of time, or to require specific approvals before new content can be made available or shared.

Search every detail in your meeting recordings.

Finding information stored in videos used to be so inefficient and challenging that few have ever even considered leveraging meeting recordings as knowledge assets. After all, most people have neither the time nor desire to sit through a 30-minute recording to find the specific information they need. But inside video search capabilities have come a long way in the past few years, and today, searching for details captured in a video is no more difficult than searching for words in a text document or email. Panopto's video platform, for example, uses AI algorithms to identify and index every word spoken and every word shown on screen in a recording, enabling your employees to instantly find and fast-forward to the exact moment where a relevant subject is discussed.



A video platform is your “corporate YouTube,” a secure, accessible, central video library with virtually no limits on video storage.



[Click](#) to see Inside Video Search in action

Automatic transcription and captioning.

A modern video platform can automatically create a text transcript of every meeting you record, which can be downloaded, edited, and shared with colleagues who may just want to skim through the conversations. It's a small addition that can make a big difference, enabling meeting attendees to participate more actively in every meeting without worrying about taking minutes or notes. Panopto's video platform also creates machine-generated time-stamped closed captions for every recording, which can be toggled on and off by the viewer. These closed captions can make meeting recordings even more valuable, not only by making them more accessible for employees with hearing loss, but also making them more flexible as information resources — with captions enabled, your employees can still follow along with a recording even if they're watching with the sound turned off.

Edit meeting recordings before sharing.

Over the course of the usual 30 or 60 minutes, most meetings aren't 100 percent business. So whether your meetings begin with a little team bonding over kids, sports, weekends, and other casual conversations, or if a discussion gets off-track somewhere in the middle, you want to be able to trim out the moments that don't need to be documented and stored in your archives. That's why modern video platforms often include simple video editing tools designed to make it easy to remove unwanted or off-topic conversations from your meeting videos. You can also use these tools to splice together multiple meeting recordings, making it easy to seamlessly stitch together meetings that took a break for lunch, or to unify every conversation about an initiative into a single recording.

Enhance the video playback experience

Meetings are dynamic, collaborative events that often include multiple people conversing while sharing screens, slides, and documents, and even writing on whiteboards — often from various locations. A video platform can enable the viewer to see everything side-by-side, putting them in control of their viewing experience and also extending collaboration beyond the real-time meeting. Panopto's video platform, for example, features a unique interactive video player that not only shows viewers multiple video feeds, but also enables them to toggle between feeds and even change the video's playback speed. Viewers can also quickly navigate the content within a meeting recording through video thumbnails that show a clickable preview of what's coming up, as well as a transcript of the recording that you can scroll through and click to jump ahead.



[Click](#) for a sample team project management meeting recording.

Continue collaborating inside your videos.

When you start recording all your meetings, you can remove a significant amount of redundancy from people's collaboration efforts. Instantly share knowledge and information that was surfaced during a meeting without requiring your experts to spend extra time producing explainer documents on top of what they already presented. And if someone does need to provide more information, they can quickly create and share a video presentation in a fraction of the time it takes to write up a formal document. Many modern video players also support in-video collaboration, pulling in live chats from your meetings and enabling viewers to add comments or have discussions inside the video after the meeting has ended.

Get deeper insights through video analytics.

With a video platform you can finally get answers to the questions you have about what's happening in meetings at your organization. A modern video platform will typically include a comprehensive video analytics suite that, once you start capturing all your meetings, can help you daylight new insights such as how much time is being spent in meetings, how much of that content is being utilized after the meeting, and what topics are searched and viewed most. You can even find viewer-specific records down to which people are watching what, and whether or not an individual watched a given recording in its entirety.

Integrate your video library with other systems.

A video platform can integrate with more than just your video conferencing and in-room AV solutions. Increasingly, it can enable you to add and share meeting recordings in your other business portals, too. Modern video platforms today commonly include integrations for content management systems (CMSs) such as SharePoint, learning management systems (LMSs) such as Cornerstone, customer relationship management systems (CRMs) like Salesforce, and more. Many video platforms include developer APIs, so you can customize the way you manage recordings and integrate video into your tech ecosystem to your specifications.



*Who's watching your videos?
Are they watching everything,
or stopping short?
And what are they learning?*

*To learn more about the
video analytics reports you
can create, click to read:
[Is Anyone Watching Your Videos?](#)*

If your meeting is worth holding, it's worth holding onto.

It's easier than ever to record your meetings. But those recordings don't do anyone much good when they're saved on a random colleague's computer, buried in an impossible-to-search network folder, or, due to improper formatting or poor bandwidth, simply won't play on some devices.

Ultimately, a video platform gives you the tools you need to manage an ever-growing archive of meeting recordings and to make the information captured in those videos easy to find on-demand. Video platforms can also include key features that further support collaboration and productivity such as multi-camera recording tools, interactive players, viewer analytics, and integrations to help you bring video-based knowledge and content into your other business systems.

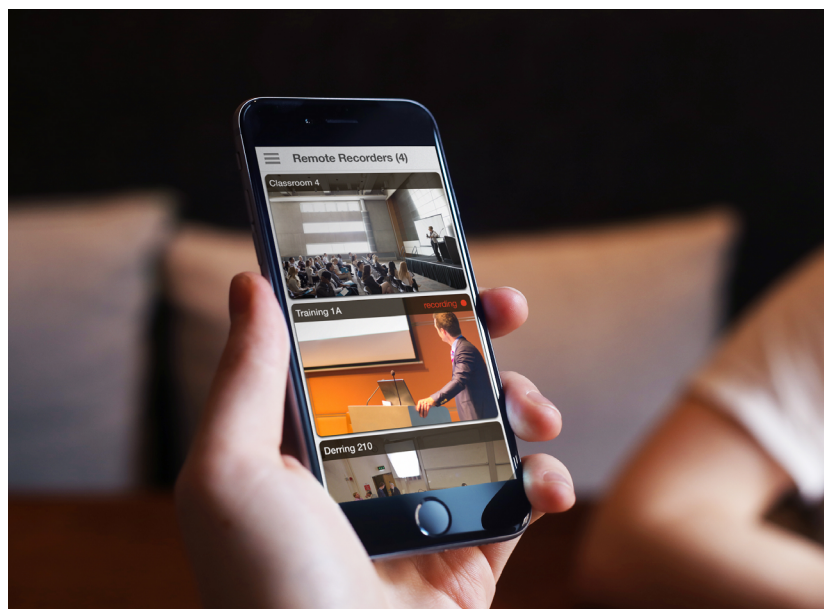
Never Forget To Press “Record” Again

When your organization makes meeting capture automatic, your employees can count on having a searchable recording of the meeting to reference as needed any time they get on a call or sit down in a conference room. And that means everyone will be able to participate more actively in their meetings, confident in knowing they'll be able to revisit the discussion on-demand whenever the need may arise.

And the good news? **Recording every meeting automatically is actually easier than remembering to record each meeting ad-hoc.**

Panopto's industry-leading video platform gives you two options for automating meeting recordings at your organization.

First, for all those in-person meetings taking place in your conference rooms, Panopto's unique Remote Recorder feature enables you to schedule recording in advance, both for recurring and one-off meetings. Once a meeting has been scheduled to be recorded, all of the cameras and microphones will begin recording at the designated time, enabling attendees to simply walk in and meet without having to think about pressing “record.”



Automated video recording enables you to control your video technology in conference rooms, meeting spaces, and auditoriums right from a web browser or smartphone.

To learn more about Panopto's automated recording capabilities, [click here](#).

And second, for all those meetings held online via video conference, Panopto comes complete with out-of-the box integrations for video conferencing systems like Zoom, Skype for Business, Bluejeans, and GoToMeeting. When you integrate Panopto with your video conferencing software, all of your meeting recordings will be uploaded to a secure video library, transcoded for optimized playback, and indexed for search, and securely shared according to your permissions — all automatically.

To learn more about Panopto's integrations, [click here](#).

Automatically recording your meetings is a smart, scalable way to preserve the information and ideas your people are exchanging. And using a video platform to manage and share your meeting recordings internally is even smarter.

Key Takeaways

Nearly every organization today is looking for ways to improve meeting productivity and increase the value they get from all that time their people spend in meetings. Increasingly, businesses are realizing that much of the value derived from meetings is the actual information shared in those meetings. And as a result, a growing number of companies are now looking for ways to capture those important meeting moments and to retain them as on-demand resources of institutional expertise and information.

Far more complete than handwritten notes, and far more efficient than requiring meeting owners to draft up post-meeting summaries, video-based meeting capture has quickly proven to be an ideal means for documenting the full details of team discussions.

And with the right set of complementary video management tools, any organization can convert those meetings into searchable information assets, which not only helps improve focus and engagement during a meeting but also ensures that useful knowledge doesn't fade away after the meeting ends.

A video platform ultimately enables your organization to manage and secure an ever-growing library of meeting videos. And regardless of your organization's current investments in meeting solutions, a video platform will work with your existing systems so your employees get all the benefits of meeting capture without having to learn a new technology.

Your people are already holding meetings — 62 per person each month, in fact, on average. And more often than not, they're already holding those discussions in a venue that's already set up for video.

Just imagine how much more your teams could accomplish if someone only pressed "record" and all that information and expertise exchanged in those sessions was automatically preserved and shared for the benefit of everyone else on the team, too.



Meetings are one of the most efficient, most effective ways for employees to collaborate and share ideas. Recording your meetings helps you preserve and maximize that value.



In 107 Words: Ready For Meeting Capture? Here's Why You Should Go With Panopto

Panopto integrates with leading video conferencing software and in-room AV systems, enabling organizations to store, share, and search an unlimited number of meeting recordings in a secure video library that offers fine-tuned administrator controls. Panopto delivers high-definition multi-camera videos with minimal buffering to any device in an interactive player that further supports productivity and collaboration.

With Panopto, you can easily turn your meetings into reusable knowledge assets. And when you use Panopto to automate meeting capture, your employees won't have to do anything differently — just start the meeting as usual, and Panopto will take care of the rest.

Find out more at www.panopto.com/meetings.