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Affordable Web Conferencing

By Linda Miller

The international marketplace has been made a lot more accessible to businesses of all sizes. With affordable web conferencing, even small operations are able to take part in corporate meetings, even when the host boardroom is halfway around the globe. Virtually any individual or group can use web conferencing to conduct business on a global scale with customers, clients and partners, while eliminating travel expenses.

Cheap web conferencing allows businesses to bring together key players from many departments situated in different parts of the country or the world, without having to leave the relative comfort of the office. Like conference calling, companies are able to meet with staff members, discuss new projects, develop sales presentations, and ultimately increase overall productivity without having to spend a single penny on travel expenses or accommodations.

Affordable web conferencing is easy to use, and helps companies save money.

Like a regular meeting, cheap web conferencing brings great minds together in a wholly online environment. Instead of packing your bags, boarding a plane and spending a week in a hotel conference room, cheap web conferencing allows you to simply stay in your office and attend the meeting virtually. Successful forward-thinking businesses rely heavily on the web, and the digital corporate lifestyle has been made even more enjoyable through cheap web conferencing.

Cheap web conferencing incorporates various aspects of multimedia to make the online meeting as effective, interactive and productive as possible. For example, a presentation will incorporate audio, video and graphics for a more lucid way to facilitate communication with the rest of the conference attendees.

File sharing in cheap web conferencing allows participants to edit presentations on the fly, and to share important documents with clients, partners and co-workers. Web conferencing enables users to utilize many tools including whiteboard features, video streaming, desktop sharing, VoIP (Voice over IP) and instant messaging. Many web conferencing programs also have a built-in alarm function to send you an email reminder of upcoming meetings.

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Small businesses to multi-million dollar corporations agree that the greatest advantage to web conferencing is its capacity to save money. Cheap web conferencing lets users attend meetings without spending a single dime on airline tickets or hotel accommodations. This innovative way of conducting business also eliminates future expenses of planning and implementing upcoming corporate events.

So before you set aside a sizeable piece of your budget for traveling overseas or hosting an international corporate function, think of how virtual meetings via web conferencing can bring the world's great minds to you. Affordable web conferencing makes the globe one big boardroom.

Linda Miller contributes articles to several popular web sites, especially

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Web Conferencing

By Lisa Moore

The Internet has helped corporate business to grow by leaps and bounds. Thanks to virtual trade and online tools like web conferencing, businesses are finding it easier than ever to contact clients, provide services and turn a profit.

In theory, meetings and conferences conducted over the Internet are a great concept. Web conferencing allows corporations to save a bundle on business travel, while keeping out of town and international clients and employees well engaged and up to speed. The drawback however, is that once this concept is placed into practice, many small businesses find that most of the web conferencing tools available are too costly to install. The systems can involve complicated set up procedures and the programs can be hard to master, making the entire process a frustrating experience.

There are affordable web conferencing options. Aside from the products offered by industry giants like WebEx, Macromedia, and Microsoft, there are other developers out there that are dedicated to providing you with affordable web conferencing solutions. It's important to note that there is a difference between "affordable" and "cheap". Many of the cheap web conferencing products on the market are bootleg copies of successful commercial products, or simple packages of the bare essentials of a decent conferencing tool.

One company dedicated to offering affordable web conferencing is Citrix Online, now featuring its new GoToMeeting software application. GoToMeeting is an affordable web conferencing solution hosted on a server that is managed and controlled by Citrix Online. You might recognize the Citrix Online name, as they are the people who launched the extraordinarily effective and simple GoToMyPC, a program

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allowing easy access to your PC from any Web browser. Using basically the same technology, Citrix Online's GoToMeeting allows businesses of all size the opportunity to utilize a web conferencing tool that is as affordable as it is simple to use.

Affordable web conferencing can mean the difference between success and failure for groups that want to do business on a global level, but don't have access to a worldly budget.

Most people use affordable web conferencing software for presentations, collaborations and product and software demonstrations. Aside from these basic uses, a great many potential applications remain largely untapped.

A study conducted by the Yankee Group found that 89 percent of affordable web conferencing solutions are used for application sharing, 12 percent for annotation, and four percent for white boarding. These figures show that the wide array of applications offered by affordable web conferencing remain untouched. These systems can also be used to assist in training sessions, facilitate distance learning, present ideas to board members, and basically conduct any area of business normally performed in an average boardroom.

Brian Donahoo, Senior Vice–President of Products and Services Citrix Online says, "When it comes to web conferencing, less is more. We've stripped out the non–essential bells and whistles, making GoToMeeting easier to use." The simplicity of these affordable web conferencing products allows for

more customer confidence, as users master the service quickly, become frustrated with the product less often, and ultimately use the product more frequently.

If you have a small business with plans to be a big success, try affordable web conferencing solutions by makers like Citrix Online. A world of possibilities is waiting.

Lisa Moore writes for several online magazines, including

<http://tenip.com>

and

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