

Presents

The Future of Meetings Report 2021





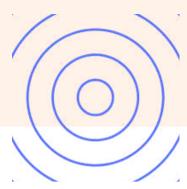
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Introduction: The future of meetings is here

Thousands of companies around the world are embracing the concept of remote work. As a result of that shift, the way we work, collaborate, and communicate has evolved.

The truth is, remote meetings require a completely different approach than traditional, in-person meetings, and companies that don't adapt to this new reality will struggle to survive in a digital world.

After surveying 538 people across different industries, departments, and timezones, we found that meetings are costing companies between \$43,008-\$56,448 USD per manager every year, and that people want status update meetings to be removed from the remote work equation.

This report outlines the current state of meetings in the workplace, best practices to help you increase meeting efficiency, and our predictions for the future of meetings.

Let's make work better for everyone, one productive meeting at a time.

- Aydin Mirzaee, CEO at Fellow.app





Key Findings

1

Status updates are people's #1 meeting pet peeve, followed by digressions and lack of preparation.

2

51% of people are still recording meeting notes individually, instead of using a collaborative document.

As a result, most teams lack one source of truth for decisions, action items, and outcomes.

3

The optimal time to schedule a meeting is mid-morning, between 10am-12pm. This is true for everyone regardless of role, industry, or location.



Key Findings



One-third of respondents had never heard about asynchronous meetings, even though they are an essential component of effective remote work.

5

Meetings are costing companies between \$43,008-\$56,448 USD per manager every year.

6

People who use a meeting productivity tool like Fellow are more likely to follow up on meeting action items, with 80% of them saying that they usually or always follow up after the meeting.



Report Action Items



Schedule team meetings between 10am and 12pm

Cancel meetings that do not have a clear purpose or agenda (no agenda, no attenda!)

Replace status updates with asynchronous communication

Embrace a culture of meeting iteration and continuous improvement

Use a collaborative tool to create one source of truth for meeting notes, decisions, and action items

Leverage technology to remember and follow up on meeting action items



Section 1

The State of Meetings





Meetings are at the heart of the way we work. We use them to make decisions, collaborate with teammates, and move things forward in our organization.

At Fellow, we're passionate about making meetings better for everyone. In order to do this, we need to understand people's points of view, preferences, and behaviours when it comes to meeting with their colleagues.

In this section, we'll discuss the what, when, and how of meetings in 2021.



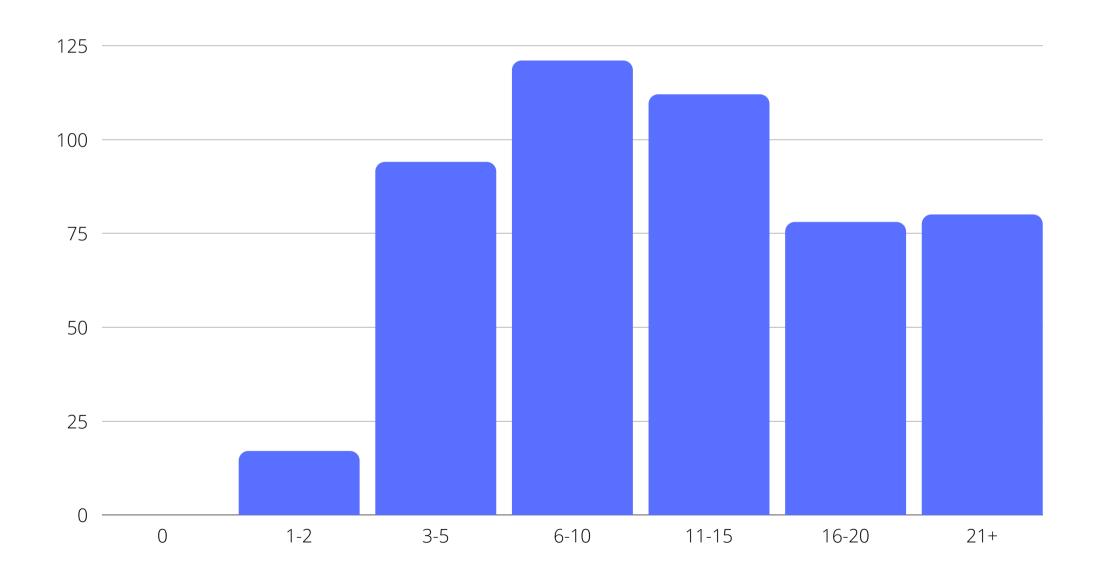
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1.1 How many meetings do we attend per week?



Our research shows that people attend an average of 11-15 meetings per week.





Different job title, different amount of meetings

45%

49%

31%

30%

of Executives attend between 6-15 meetings per week of Directors attend between 16-21 meetings per week of Managers attend 16+ meetings per week of Individual Contributors attend 5 or less meetings per week

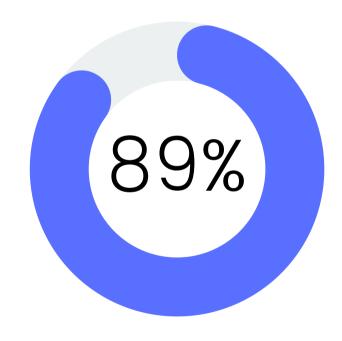


Directors tend to have the highest number of meetings per week!





1.2 What are the most common types of meetings?



Team Meetings

The most common type of meetings are weekly team meetings, with 89% of respondents saying that they attend one every week.

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Expert advice: Why are team meetings essential in 2021?



"Team meetings are there for you to both push information (share news, changes, key messages) and pull information (gather feedback, check the team's temperature, and hear fears and rumors that haven't made it to you otherwise), especially when that information requires additional context."

- Lara Hogan, author of Resilient Management

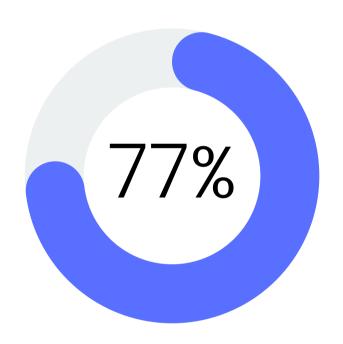


Pro tip: Schedule weekly team meetings where you discuss priorities, challenges, and ideas.

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1.2 What are the most common types of meetings?



Project Meetings

Team meetings are closely followed in popularity by weekly project meetings with 77% of respondents saying that these are on their schedule.

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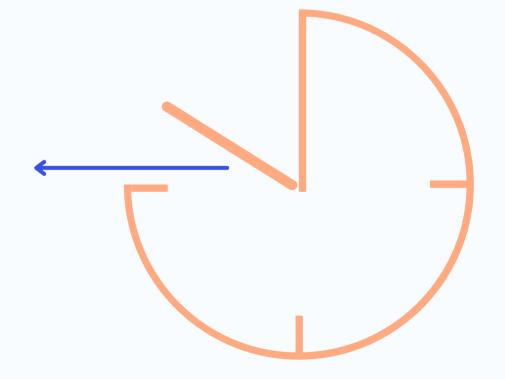


Managers tend to have the highest number of project check-ins (with 86% of managers saying they attend a project-focused meeting every week).



1.3 When do people prefer to meet?

48% of people prefer their meetings to be held mid-morning (between 10am and 12pm)



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Pro tip: Avoid team
meetings that are too
early or too late –
according to our survey,
the majority of people
prefer meetings in the
middle of the day!





1.4 What is the biggest problem with the meetings we attend?

In order to understand the current state of meetings in the workplace, we must dig deeper into what people think are the most common issues with the meetings on their schedule.

According to our research, these are the top 5 problems with meetings in 2021:

1 2 3 4 5

Status Going off Lack of No clear Time updates topic preparation takeaways management



1.5 What are the characteristics of a great meeting?

Our research found that people tend to look forward to the meetings that have the following characteristics:





These are 5 best practices to implement if you're a meeting organizer. Keep reading to learn how to apply them!



Section 2

The Cost of Meetings for the Workplace



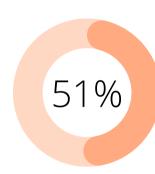
Meetings can add up quickly and come at a real cost.

In order to understand what is the real cost of meetings to our organizations, let's take a look at the number of hours spent by Executives, Directors, Managers, and Individual Contributors in meetings every week...

Then, we'll calculate how much that time is costing your company.



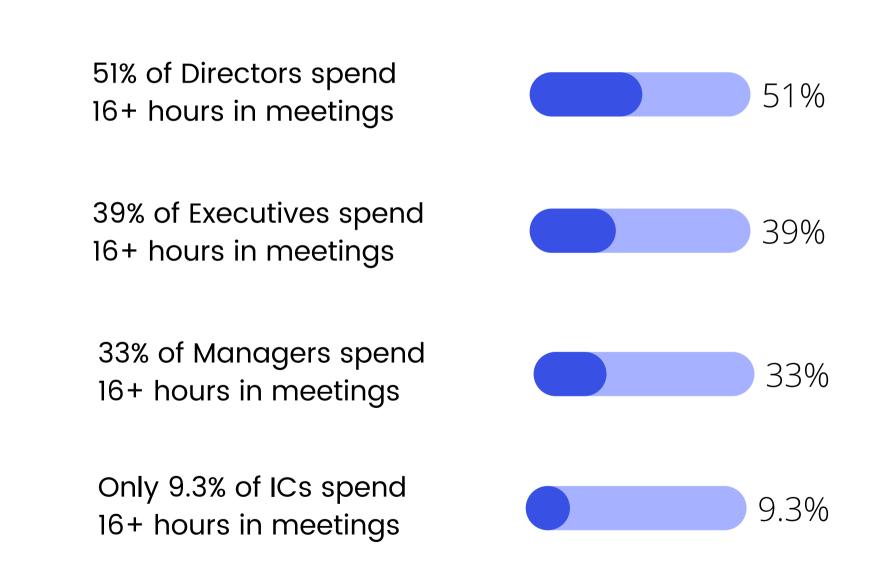
2.1 How many hours per week do we spend in meetings?



51% of Directors spend 16+ hours in meetings per week (that's over 3 hours per day!)



In contrast, 40% of Individual Contributors spend 5 hours or less per week in meetings.







2.2 What is the cost of meetings for the workplace?

Our research shows that Directors are the individuals who spend the most time in meetings. To put things in perspective, this is the cost to the organization of a Director's time attending meetings:



\$145,000 USD

Average Director salary

source: Glassdoor



16-21 hours/week

Average time spent in meetings



~\$98 USD

Cost of a 1-hour meeting for a Director

source: HBR

If one hour of a Director's time costs ~\$98, companies are paying between \$1,568-\$2,058 USD per week... or \$75,264-\$98,784 PER YEAR for Directors to attend meetings.



2.2 What is the cost of meetings for the workplace?

Directors are not the only people attending meetings. In fact, our research shows that 31% of Managers attend 16+ meetings on a weekly basis.



\$87,000 USD

Average Manager salary

source: Glassdoor



16-21 hours/week

Median time range spent in meetings



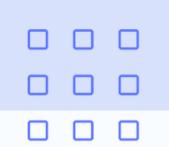
~\$56 USD

Cost of a 1-hour meeting for a Manager

source: HBR

If one hour of a Manager's time costs ~\$56, companies are paying between \$896-\$1,176 USD per week... or \$43,008-\$56,448 PER YEAR for Managers to attend meetings!





2.2 What is the cost of meetings for the workplace?

Imagine a daily morning meeting where a Director wants status updates from their 6-person team. Accounting for each person's salary, these 60-minute daily meetings would add up to a weekly cost of...







When done right, meetings can help your team feel connected, motivated, and organized.

However, bad meetings can cost your organization thousands of dollars per week.

In the example above, one bad standup meeting each day cost that team \$8,680 USD per month. Now, imagine if 10 teams in that company are having those same status update calls every day. That adds up to \$86,000+ in status update meetings per month!



Our key takeaway: Some meetings, such as weekly team meetings, idea-generating sessions, and one-on-ones are necessary. However, daily status updates should be replaced with asynchronous forms of communication. (More on that in sections 3 and 4!)



Expert advice: Consider the monetary cost of not sending out an agenda



"If a company-wide meeting attended by five hundred employees isn't engaging and memorable, then the company will have wasted five hundred people-hours – ten thousands dollars if you assume a twenty-dollar-per-person hourly wage. Spending even five hours of people's time (five hundred dollars total) to prepare for that meeting is undoubtedly worth it. Even one recurring weekly meeting with a handful of attendees can translate to thousands of dollars of wasted productivity over the course of a year if that time isn't well spent."

- Julie Zhuo, author of The Making of a Manager

Section 3

Meeting Productivity





Great meetings can be a driving force for team engagement, collaboration, and motivation. But in order for a meeting to be productive, organizers must complete the following steps before, during, and after the meeting:

Before the meeting

- Define a clear purpose
- Collaborate on an agenda
- Provide supporting materials to help people prepare

During the meeting

- Follow an agenda
- Take notes collaboratively
- Assign specific meeting action items

After the meeting

Share the meeting notes

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- Highlight key decisions made
- Follow up on next steps



3.1 Before the meeting: Do most meetings have a clear purpose?

46%

of meetings don't have a clear purpose or goal



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When there is a clear purpose, attendees have a better idea of what the meeting is going to be about and can prepare accordingly.

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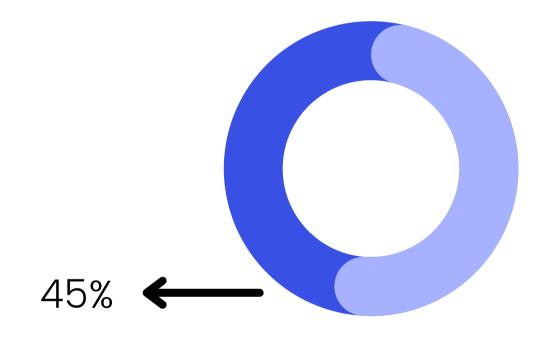
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78% of people who use a meeting management tool like <u>Fellow</u> said that their meetings usually have a clear purpose.



3.2 Before the meeting: Are attendees preparing for the meeting?



Meeting attendees and organizers don't like when others show up to the meeting unprepared.

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In fact, 45% of respondents described lack of preparation as a "meeting pet peeve".



3.2 Before the meeting: Are attendees preparing for the meeting?



Question:

If you had a magic wand to improve the meetings you attend, what would you change?

"I would force everybody to read the documents shared beforehand and come prepared with ideas and points to raise at the meeting."

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"Everyone is prepared to discuss the topic on hand and no more meetings that could have been an email."

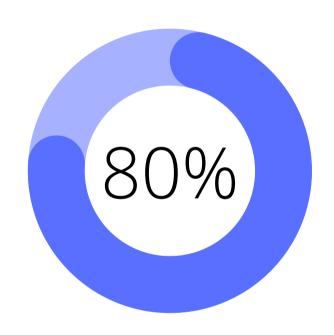
"Everybody prepped, everybody is in a get-things-done mindset and good coffee."

"Ask people to put in what they want to speak about in meetings ahead of time to reduce distraction and then have effective meetings."

"Everyone would show up prepared, actively participate in taking notes, and help move the meeting forward and stay on topic."



3.3 Before the meeting: Do most meetings start on time?



Interestingly, 80% of respondents said that their meetings usually start and end on time!

If you're a part of the 20% that isn't starting and ending meetings on time, the best practices outlined in the following section might help!

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Expert advice: Invite the people that need to be there



"Limit the number of people at the meeting. After about 5 people in the meeting, it switches from focused work, problem-solving, and planning to updates and discussion. For each person at the meeting, consider why they *don't* need to be there.

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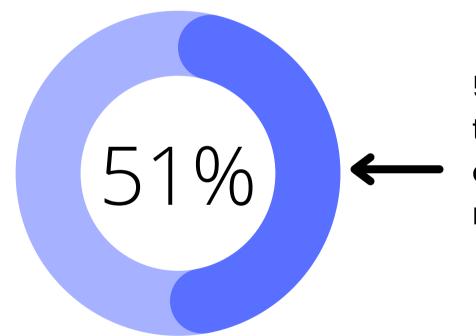
Always have a designated meeting facilitator that drives the meeting. This need not be the manager and avoid having subject matter experts run the meeting.

Finally, leave 5-10 minutes at the end for collecting action items and parking lot item owners."

- Charlie Gilkey, author of "Start Finishing"

3.4 During the meeting: How are people taking meeting notes?

We were curious to compare how many people take their own meeting notes vs. how many take notes collaboratively as a team.



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51% of respondents said that each person takes their own meeting notes in a notebook or individual doc.

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3.4 During the meeting: How are people taking meeting notes?



Warning: Taking meeting notes individually – instead of using a collaborative document – means that your team will have different sources of truth. Two people can have different interpretations for the same decision. That's why you should record notes and action items in a collaborative tool where everyone can see what was decided and discussed.



We should all take note and follow the example of our Engineering friends...

According to our study, 31.43% of Engineers use a collaborative document to take meeting notes.

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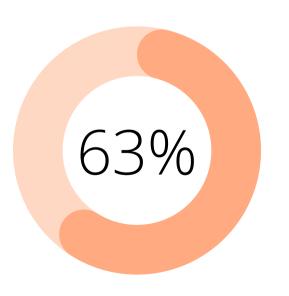
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3.5 During the meeting: Are meeting attendees recording action items?

Sometimes, what's discussed in a meeting stays there and is completely forgotten, affecting your team's productivity.

Action items are the next steps that are needed in order to work towards goals that have been defined in a meeting. Whoever has been assigned the action item is responsible for reporting back once they have completed their task(s).



63%

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of respondents don't have a single source of truth for meeting action items

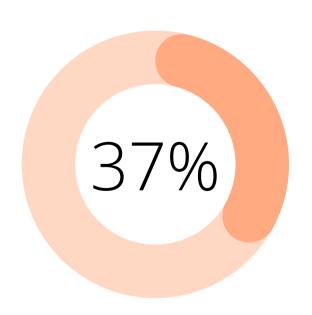


3.5 During the meeting: Are meeting attendees recording action items?

Documenting meeting action items can help keep your team organized, accountable, and on track. In the end, every attendee gains visibility into the key takeaways from that meeting.



Our suggestion: use a meeting productivity tool like <u>Fellow</u> to create a single source of truth for meeting notes, agendas, and action items.



37%

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of respondents are already
using a meeting
productivity tool to keep
track of action items





Write a clear description of the task



Provide relevant info and context



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Assign a person to the action item



Set a specific due date or timeline



Follow up at your next meeting





What happens after the meeting?

Have you ever asked your team for feedback about the meetings that you organize?

As your team is participating in meetings throughout the week, you want to ensure that they feel that this is a productive use of their time.

Giving people the opportunity to share feedback about meetings will help you develop a culture of iteration and continuous improvement. If you're constantly seeking feedback about the meetings and processes that you're in charge of, your team will see feedback as a normal - and not threatening - part of growth.



Pro Tip: Send out a <u>quarterly feedback request</u> about the meetings that you host to ensure that they stay relevant and fresh.



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Fellow tip: 10 questions to improve the quality of your meetings

Should this meeting be shorter?

How can we make this meeting more effective?

What's your favourite part about this meeting?

What is your least favourite part of this meeting?

Should we keep running this meeting?

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How often should we run this meeting?

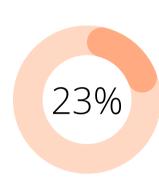
What is missing from this meeting?

Does this meeting have a clear purpose?

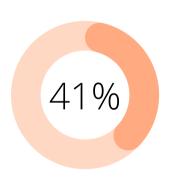




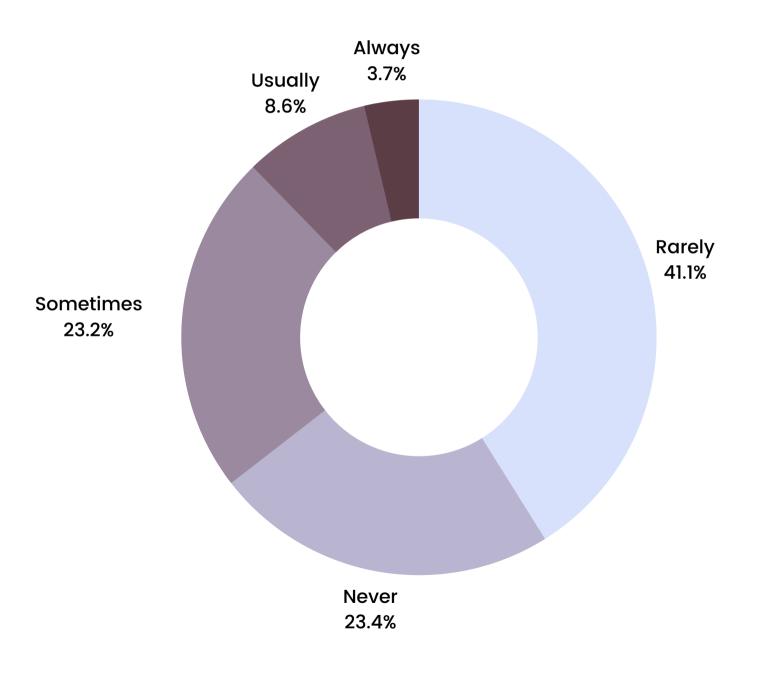
3.6 After the meeting: Is meeting feedback a common thing?



23% of respondents said their organization never collects meeting feedback



41% of people said this rarely happens







3.6 After the meeting: Are meeting attendees following up on action items?

What's the point of writing an action item if you don't do anything with it?

Once your meeting is over, it's important to check on the progress of the tasks that were assigned and carry forward any incomplete action items to your next meeting agenda.

Following up on your meeting action items is a great way to boost accountability and ensure that there's progress between meetings.



Pro Tip: Dedicate a section of your meeting agenda to follow up on incomplete action items from the previous meeting.



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3.6 After the meeting: Are meeting attendees following up on action items?

50%

19%

of respondents usually follow up on meeting action items

of people always follow up!

When you use a tool...



People who use a meeting productivity tool like Fellow are more likely to follow up on meeting action items, with 80% of them saying that they usually or always follow up after the meeting.

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Expert advice: End the meeting once all talking points are discussed



"Shorten meetings when possible, always have an agenda, and an action items list that includes who will do what and when. Fellow can help with the agenda and action items.

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Not all meetings are necessary and when they are, only specific people need to be present. If the meeting can be eliminated by a quick call or Slack message, do that instead.

Also, don't waste time trying to figure out when to meet. Use Google Calendar's 'find a time' feature or scheduling tools like Acuity, Calendly, or Undock."

Deb Lee, CPO®, Digital Productivity Coach

Section 4

Meetings in a Remote Workplace





As the majority of the world transitioned to working from home, meeting habits and best practices had to evolve. While video calls became more prevalent for many of us, things such as water cooler conversations and team bonding opportunities disappeared behind screens.

According to our research, one of the best ways to foster team communication and collaboration when managing a remote team is to schedule weekly team meetings.

These meetings are an opportunity for your team to share updates, brainstorm on new ideas, and define clear priorities for the week or time period ahead.

Don't believe us? Here's what our survey respondents said about the importance of recurring team meetings in a distributed workplace...





4.1 Why weekly team meetings are essential in a remote environment



Question:

What is your favourite type of meeting?

"Team meetings. They give the team a chance to connect again, which is less organic in a fully remote environment."

"Weekly tactical meetings with my directly reporting team (Lencioni model). Love the celebration of actively completing work and staying aligned through report sharing. These meetings have been great on the relationship touch point front in remote work."

"Team meetings, because we tend to catch up quickly, and it's our only time as a team to connect now that we all work remotely."





4.2 Too many video calls? Your team might need some balance

Video calls can be a great channel to align priorities, brainstorm ideas, and foster team cohesion.

However, too many video calls can cause burnout and exhaustion.

Our research shows that even though team meetings can be a great opportunity for team bonding, having too many of them can feel overwhelming – causing symptoms such as Zoom Fatigue.



Pro Tip: Replace daily standup meetings with asynchronous check-ins. We'll discuss asynchronous communication in the next section!





4.2 Too many video calls? Your team might need some balance



Question:

What is your least favourite type of meeting?

"Daily stand-ups, I recognize the value of them, but I have a hard time focusing and especially being remote my mind tends to wander to my email, etc."

"Morning daily stand-ups, because they don't serve their purpose anymore. They end up more of a 'readout' than anything else, which feels like an enormous waste of time to me."

"Standing meetings that exist just because we need a meeting, whether there's anything to talk about or not."





4.3 Are teams leveraging asynchronous communication?

Let's start with the basics and define what asynchronous communication is.

Asynchronous communication is communication that has a lag between when a message is sent and when the person receiving it interprets it. This type of communication isn't generally conducted in person, nor is it planned for or scheduled.

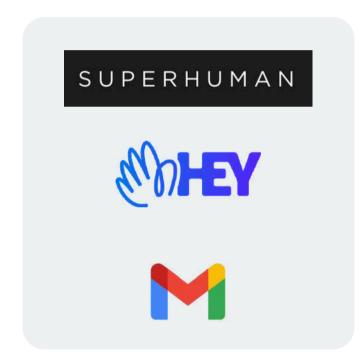
Examples of asynchronous communication channels include...





The Asynchronous Communication Ecosystem













Email

Chat

Video

Project Management Async Meetings





4.3 Are teams leveraging asynchronous communication?



Even though asynchronous communication is an essential aspect of effective remote work, 36.78% of respondents said they had never heard about "asynchronous meetings" before.



said that none of their meetings happen asynchronously



said that some of their meetings happen asynchronously

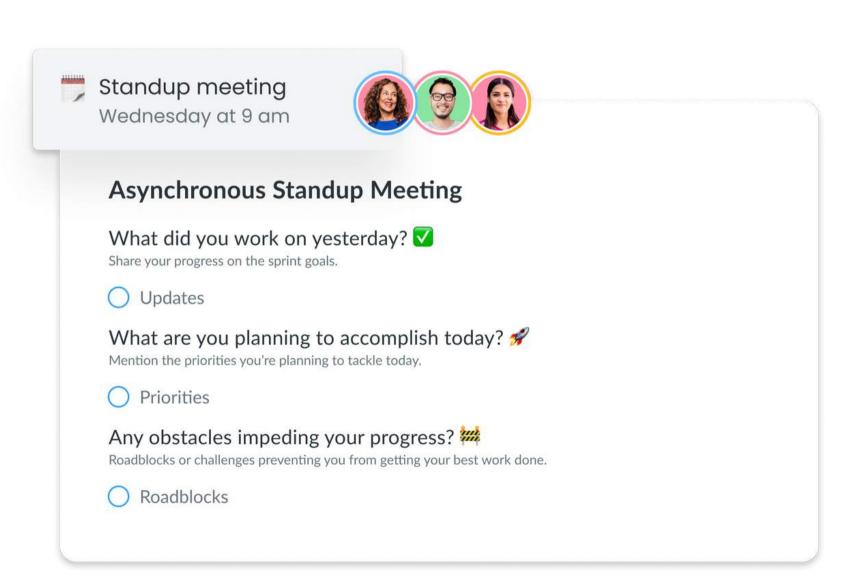


What is an asynchronous meeting?

An asynchronous meeting is a discussion or status update that happens asynchronously (not in real-time).

Just like an in-person meeting, asynchronous meetings need a clear purpose, a list of attendees, and a meeting agenda. However, instead of attending the discussion live, participants use a document to collaborate on talking points and add comments at the most convenient time for them.

Example: asynchronous daily stand-ups







Top benefits of embracing asynchronous check-ins



Time-zone friendly: One of the most noteworthy advantages of asynchronous communication is that you don't have to consider timezones and coordinating meeting times.



Encourages thoughtful decisions: When there isn't this huge pressure on team members to respond as quickly as possible, they can focus on the quality of their response and give the message their full attention when it suits them best.



Respectful of people's time: If someone is in a state of flow or deep work, synchronous communication (a call in the middle of the day) can interrupt their workflow.



Inclusive: Asynchronous meetings empower people with different lifestyles and time restrictions to contribute to conversations and decisions.





Fellow tip: How to run an asynchronous meeting



Schedule a meeting and mark it as [async]





Build an agenda template with specific headings





Set a deadline to populate each section on the agenda

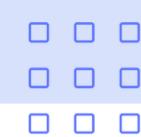




Discuss updates and challenges at your weekly team meeting







Expert advice: Schedule a time to provide asynchronous updates



"If you want people to contribute updates, status update meetings are the first to go. There are certain meetings that are just more amenable to being asynchronized and stand-ups are a great example.

But many people still want dedicated time to do it asynchronously. So we encourage people to put a block of time in their calendar that works for them, to provide the updates asynchronously."

Darren Murph, Head of Remote at GitLab
 <u>Supermanagers podcast</u>

Section 5

The State of One-on-One Meetings





In a remote environment, one-on-one meetings have become even more important for managers.

In absence of hallway conversations and in-office catchups, these meetings provide an essential tool for leaders to connect with their direct reports on an individual basis.



A one-on-one meeting is a dedicated space in your calendar for you to connect with each person reporting to you and stay in the loop about priorities, team issues, and potential roadblocks. Most importantly, it's an anticipated moment where employees can ask in-depth questions, receive coaching on their strengths and weaknesses, and provide feedback — three things they wouldn't be able to do in a public space or at a team meeting.

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Expert advice: Schedule weekly check-ins with your direct reports



"If I didn't have one-on-one meetings, I wouldn't see my teammates. I'd be working with avatars. It can happen that you forget, there's actually people behind the screens... that they have families... that they work in the middle of their house when a pandemic is happening.

Sometimes we forget that if we work virtually and in a very asynchronous nature."

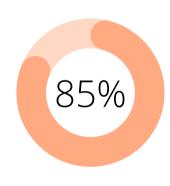
Marcus Wermuth, Engineering Manager at Buffer
 <u>Supermanagers podcast</u>

5.1 How often do managers meet with their direct reports?

64%

21%

of respondents have 1-on-1s once per week (weekly) of respondents have 1-on-1s every two weeks (bi-weekly) Great news!



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A majority of the respondents (85%) attend a weekly or biweekly one-on-one meeting.





5.2 What are the benefits of regular one-on-ones?

Common terms used by our 530+ survey respondents to describe the value of one-on-one meetings:

FEEDBACK CONNECT DEVELOPMENT PRODUCTIVE PERFORMANCE SUPPORT IMPROVE GOALS COACHING



If you're a part of the 15% of people who don't have weekly or biweekly one-on-one meetings, we recommend increasing the frequency of check-ins with your direct reports.



Are your one-on-ones not sparking joy? Check out Fellow's <u>definitive guide to one-on-ones</u>



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5.2 What are the benefits of regular one-on-ones?



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"1:1s with direct reports because I can support people and not deal with organizational dysfunction."

Question:

"The 1:1 with my lead, I love getting feedback, clarifying the unknown and having space to hold conversation to get to know one another better."

What is your favourite type of meeting?

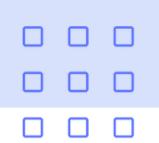
"My favorite meetings are those with my direct reports. I appreciate that we can look at opportunities to help them improve in their current roles and to help them find ways to grow their careers."

Section 6

Inclusion in Meetings



Inclusion in Meetings



6.1 Do people think that their meetings are inclusive?

Meetings can have a significant impact on your team's culture and morale. They are a forum where people come together to get to know the team, express ideas, and share feedback.

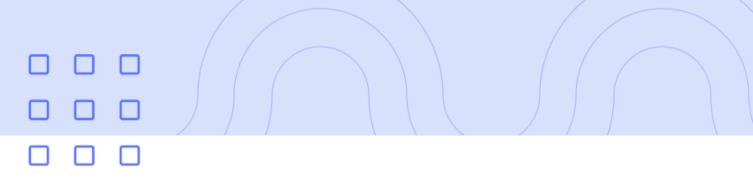
However, research shows that women, minority groups, and quieter individuals are often uncomfortable speaking up and more likely to be interrupted in meetings.

In this section, we asked respondents if they feel that their opinion is heard, valued, and respected at their work meetings.





Inclusion in Meetings



6.2 What makes a meeting inclusive?

64%

of people said that one of their meeting pet peeves is "one person dominating the conversation"



Pro tip: Be on the lookout for interrupters and energy vampires

Best practices for inclusive meetings:

- Go around the room and ask the quieter team members for their opinion
- Foster a welcoming environment by repeating that everyone's input matters
- Ask people to write down their ideas and talking points in the meeting agenda before talking through each of them
- Assign meeting roles facilitator, notetaker,
 timekeeper to keep the team involved



Inclusion in Meetings

Expert advice: Avoid groupthink



"A lot of times in retrospective meetings, or any kind of meeting, all of a sudden, you realize there are only two people talking and there are like 10 people here. That's something you want to try to avoid. Anything you can do to reduce groupthink in the retrospective and to encourage everybody to speak is very important."

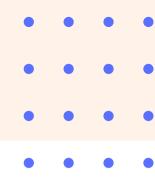
Simon Stanlake, SVP Engineering at Procurify
 <u>Supermanagers podcast</u>

Conclusion

What's Next for the Future of Meetings?



CONCLUSION



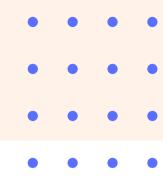
When you think of the future of meetings, you might be imagining a sci-fi world where we teleport to team meetings. Unfortunately, (or not) that isn't the immediate future of meetings.

Instead, based on our survey of 530+ leaders across different companies, time zones, and industries we predict that with the shift to remote work, a lot of organizations will be determined to improve their meeting productivity habits.

This will be an essential way to prevent video call fatigue and increase employee satisfaction.

Remote meetings will require a completely different approach from in-person meetings. This approach will involve a higher emphasis on keeping one central repository for meeting notes and key decisions, since these things can no longer be discussed or clarified in office hallways.

CONCLUSION



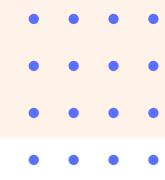
As we highlighted in Section 2, some regular team meetings/check-ins can be costly to an organization's bottom line AND become the meeting that employees dread. To address this, we predict that asynchronous meetings will be a new trend – replacing daily standup meetings and allowing more time for deep work.

Finally, we predict that the future of meetings will involve technology. While we are not quite at the teleporting stage, we're making progress and making meetings better!

As this study showed, people who use a collaborative meeting productivity tool tend to have a clear meeting purpose and follow up on action items. We predict that more teams will adopt technology to make their meetings better... and <u>Fellow</u> will be there to help.



METHODOLOGY



Total responses: 538

Dates: December 2020 to January 2021

Survey respondents showed general interest in meeting productivity and management as the survey was sent out to Manager TLDR newsletter subscribers, members of the Fellow.app social media community, and Fellow.app active users. Although, these respondents were primarily located in Canada and the United States, we also received respondents from an additional 39 countries (Argentina, Australia, Belgium, Brazil, Colombia, Czech Republic, Denmark, Ecuador, England, France, Germany, Ghana, Greece, India, Indonesia, Ireland, Israel, Italy, Luxembourg, Malaysia, Malta, Mexico, Netherlands, New Zealand, Nigeria, Northern Ireland, Perú, Romania, Saudi Arabia, Scotland, South Africa, Spain, St. Kitts, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates).

For this report we defined a meeting organizer or facilitator as an individual who organized and/or takes a leading role in running that meeting.

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