

DAVINCI

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# DAVINCI MEETING ROOMS

Your Meeting  
Your Way  
Anywhere



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## Executive Summary

Despite the disruption of technology and exponential growth in virtual conferencing solutions, face-to-face meetings remain a very important part of today's business world. They are simply more effective. This Solutions Guide outlines the reasons why the use of rented meeting rooms is on the rise, when you should use one, and how to go about selecting and using them. It also provides an overview of Davinci Meeting Rooms, which offer entrepreneurs and companies of all shapes and sizes over 5,000 meeting rooms in 1,500-plus locations and more than 50 countries.

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# THE BUSINESS CASE FOR MEETING ROOMS— WHY AND WHEN



## Why You Should Use Meeting Rooms for Rent

Physical office space—including conference rooms—doesn't come cheap. And with occupancy growing at a rate of 1.3 percent faster than new supply, rents are skyrocketing in many sectors.<sup>1</sup> As a result, instead of leasing or purchasing expensive permanent office space, entrepreneurs and small businesses are electing to use meeting rooms that give them access to fully equipped and serviced day offices, training rooms, and conference rooms. These rented meeting rooms not only address cost issues but enable businesses to attract and retain top talent better. For example, 64 percent of small businesses report that offering flexible, mobile, and remote work options assists them in hiring and retaining key employees.<sup>2</sup>

When it comes to owning or leasing a meeting room, it is expensive. An average office building conference room measures 400 square feet. At \$35 per square foot and one-time basic furniture and technology around \$1,000, this equates to over \$21,000 for the first year and \$20,000 in subsequent years.<sup>3</sup> And this doesn't even include business services (printing, faxing, notary services, Wi-Fi, etc.) and ongoing utilities.

But meeting rooms for rent are not only a good option for entrepreneurs and small businesses. There is also a great business case for mid-market companies and enterprises to use them when hosting meetings in locations where they do not have offices. Indeed, mid-to-large-sized businesses represent a growing segment among Davinci Meeting Rooms customers.

One alternative to renting a meeting room is to book a hotel conference room. But the cost for a hotel conference room is an average of 50 percent higher than a meeting room for rent. Another option that businesses use instead is the local coffee shop or café. However, for many face-to-face meetings, these are unprofessional, loud, and lack privacy and services necessitated by many business meetings.

## Face-to-Face Meetings Are Most Effective When:<sup>4</sup>

- > Negotiating important contracts
- > Interviewing senior staff for key positions
- > Understanding and listening to important customers
- > Pitching and closing new business

## GOING GLOBAL: GLOBECONSULT LLC

When Mancy Malek, founder of **GlobeConsult LLC**, an international business development consulting company, needed a conference room to meet with an international client, he turned to Davinci Meeting Rooms. Working with one of the customer service agents from Davinci, Malek was able to narrow down his options based on his requirements, location and room size. "This was my first encounter with Davinci," he says. "They gave me several options and even made recommendations as to what would be good for me and my visitor. It was a great experience, and I will definitely continue to use the services of Davinci."



## When to Use Meeting Rooms

Sometimes face-to-face meetings, whether with employees, partners, or customers, are necessary. Conference calls or even virtual video hangouts simply cannot accomplish the same results. Ninety-three percent of the effectiveness of communications is determined by non-verbal cues, elements that can be construed in face-to-face meetings.<sup>5</sup>

Meeting participants resoundingly agree. A study by *Harvard Business Review* found that 95 percent of business respondents view in-person meetings as key to success in building long-term relationships.<sup>6</sup> And when it comes time to meeting with prospects or customers, the ante goes up dramatically. Another study finds that virtual meetings with prospects are 85 percent less effective than in-person meetings.<sup>7</sup>

There are a number of different use cases for rented work space, including all of the services that come with it such as Internet access, presentation and collaboration tools, audio and video conferencing, a lobby greeter, business services, and catering.

<b>Use Case</b>	<b>Description</b>
<b>Prospect Meetings</b>	First impressions are important; the wrong meeting room can convey a message that makes winning a new contract with a prospect more difficult. Even if a meeting takes place where a business has a physical office, the location may not be in an area of town where customers want to visit. Further, even if a business has a prime real estate location, they may not have sufficient space or technologies and business services to host a prospect meeting.
<b>Customer Meetings</b>	The time constraints of customers can be substantial; they choose how and with whom they spend their time carefully. As a result, when a business secures time for a meeting—whether related to service issues, relationship building, or growth opportunities—the location and agenda need to be planned wisely. Having the right technologies in place for audio and video conferencing, collaboration, and presentations, as well as business services, is key to the success of customer meetings. Noisy offices that create distractions and interruptions can be problematic.
<b>Focus Groups</b>	Focus groups often provide valuable information used for new product development, operational changes, as well as branding and other marketing initiatives. These typically cannot be hosted at company locations, for varying degrees of anonymity are required. Focus group participants may decline participation if the meeting site is in a sketchy neighborhood or a hard-to-get-to location.
<b>User Groups</b>	The chance to network and learn from subject-matter experts and other peers makes user groups a particularly popular venue for many customers. Not every venue is appropriate for a user group meeting, and making sure the room includes things such as Internet connectivity, presentation tools, a configuration that facilitates interaction, among others is important. Having a friendly, knowledgeable lobby greeter, easy-to-use collaboration and presentation tools, in addition to other services for user group meetings are especially important.

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Virtual meetings with prospects are **85% less effective** than in-person meetings.<sup>8</sup>

Use Case	Description
Partner Meetings	Partners are a vital element in a business' go-to-market strategy. Meeting locations that permit privacy and enable collaboration and brainstorming are a must. First impressions are critical for partner meetings. Privacy, confidentiality, and business services need to be considered when searching for a location should be considered when finding a location.
Board Meetings/Retreats	For board retreats, a company conference room is simply not the right venue. The meeting needs to take place in a neutral location, and one that facilitates brainstorming and collaboration. Companies also want to ensure their board members receive an extra special touch; this is where things such as a lobby greeter and business services come into play.
Training Meetings	<p>Employee retention and development shows up at the very top of the list of HR priorities. Getting your employees away from the office and in an offsite location gives you an opportunity to facilitate team-building and coaching exercises that simply aren't as successful as when they take place in your office.</p> <p>Of course, training extends beyond your employees, encompassing partners and even customers. A busy company office may not be the right place for those meetings. In these instances, a rented training room is required. Ensuring that training space has all of the right technology, collaboration, and presentation tools, as well as business services are a must.</p>
Staff Retreats	Staff retreats are a chance for a company to gather the entire team, or a select group (e.g., sales conference for a small business, product roadmap planning for engineering, etc.), for focused team and planning exercises that promote a more cohesive organization and result in updated business strategies. The word "retreat" says it all when it comes to planning the venue; these should take place outside of the premises of a company office.
Legal Briefings	Mediation and legal counsel requires a neutral setting but concurrently necessitates a highly professional environment that provides privacy as well as all of the tools needed for a successful legal discussion (e.g., Internet, projector, video conferencing, whiteboard, faxing, transcription, mailing, etc.).

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Sales presentations have the biggest impact when buyers are seeking to **deepen the relationship and experience with the seller**. This is when the in-person meeting matters most.<sup>9</sup>

Use Case	Description
Job Candidate Interviews	There are several different scenarios where a job interview requires a location outside of a company office. Coffee shops, hotel lobbies, and other public areas are inappropriate venues for interviews. Further, the first interview a candidate has for a new job opening should be in a highly professional setting that is commensurate with a company's brand.
Prospect and Partner Seminars	When planned and executed properly, seminars are great opportunities for companies to engage with prospects or attract new partners. An important ingredient in the recipe for success is the venue. Having a lobby greeter, the right presentation tools, a room that facilitates learning and interaction, and a location that is easy to find and that represents a company's brand value are pivotal.

## MAGAZINE INTERVIEW: *LIGHT* MAGAZINE

Brittany from **Light Magazine** needed a meeting room in New York City to conduct an interview for an upcoming article. "At first, I was slightly skeptical [when booking the meeting room], but Davinci exceeded my expectations. The security guard and the receptionist were very sweet, helpful, and professional. As an online-based organization, my client was highly impressed. I am planning to book again either as this location (or try a new one just for fun) very soon. I'm so glad Davinci exists and makes this possible for small non-profits such as mine."

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# SELECTING AND USING MEETING ROOMS



## Critical Meeting Room Technologies and Services

Once you recognize the need for a meeting room, locating a meeting space that meets your business requirements is important. You should never settle on holding important meetings in unprofessional locations such as public areas or even hotel conference rooms. The meeting room space and experience is a true representation of your brand—important to customers, prospects, partners, and employees.

There are three technologies and four services that you need to consider when evaluating and determining if a meeting room is right for your purposes. Don't forget to ask if the facility offers extended hours of operation.

<b>Technology</b>	<b>Description</b>
<b>High-Speed Internet</b>	The Internet connection offered by the meeting location must be high speed and highly available. Valuable time can be squandered if there is a bad wireless Internet connection.
<b>Presentation Tools</b>	The conference room needs to be fully equipped with the latest presentation tools such as smart boards, LCD projectors, and plasma screens at your fingertips.
<b>Audio and Video Conferencing</b>	If some participants are not able to attend in person, you need to ensure that the conference room is outfitted with the latest audio and video conferencing technologies. The last thing you want to happen is for valuable time to be spent connecting someone into the meeting.

<b>Services</b>	<b>Description</b>
<b>Lobby Greeter</b>	Meetings are extensions of your brand. First impressions are critical for prospects, customers, partners, and employees. The first few seconds of their initial in-person experience can make or break their perception of your company and meeting. This means you need a lobby greeter who is not only friendly and courteous but also knowledgeable and gives a great first impression.
<b>Meeting Supplies</b>	Meeting supplies should not be an afterthought once the meeting is taking place. This necessitates that the meeting room is stocked with all of the typical supplies that are needed during a meeting (e.g., paper, pens, pencils, markers, paperclips, etc.).
<b>Business Services</b>	Meetings often require copying, printing, faxing, notary, mailing, and other business services. Spending valuable time on these tasks takes away from the time spent in the meeting. The meeting location needs to be equipped to provide these services, enabling you to focus on your meeting.
<b>Catering</b>	Sometimes working breakfast or lunch meetings are required due to time constraints. In other instances, you may want to provide food and beverages after the meeting. Here, you require a conference location with a variety of catering service options.

# Things to Remember When Planning a Meeting

There are a number of things that you need to remember when planning a meeting. A successful meeting often is contingent upon these. The following is a checklist of things that you need to remember to do.

<b>Checklist</b>	<b>Description</b>
<b>Best Day and Time</b>	The best day and time is determined by the availability of all attendees. Remember to check after-hours availability for each meeting location if after-hours is needed.
<b>Logistics of Location and Facility</b>	Finding the right location for the event is critical. Be sure to check the convenience of access to the location and parking availability.
<b>Registration and Check-In</b>	The experience meeting attendees have when arriving and check-in is often overlooked by companies planning events. It is important to find a meeting space with a lobby greeter to help direct attendees. It is also helpful to send out directions to the meeting location beforehand. Here, Davinci's online booking tool provides the option to list attendees and their emails and will automatically send out event location information prior to the meeting.
<b>Communications</b>	The successful buildup to the event requires the right type and volume of communications. Invitations to the event can be sent via email. These need to represent your brand and concisely convey the value proposition of the event. Then, leading up to the event, companies need to send one to two reminders to those attendees. As part of this process, it might be worthwhile to sate their appetite by disclosing some of the content details or even asking for their input on the agenda.

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## A PRIVATE EYE: ANSWERS PRIVATE INVESTIGATION & CONSULTING

Seeking a neutral meeting space for an investigation, Billivan Johnson, the founder of Answers Private Investigation & Consulting, found the answer with Davinci Meeting Rooms. "Davinci is a great solution for my needs," he says. "The location was perfect for where we needed to meet the client."

Checklist	Description
Food and Beverages	Many meetings require some form of food and beverage. This needs to be planned beforehand. You also need to cover issues such as food allergies and restrictions. Davinci has you covered when it comes to catering with nationwide options.
Speakers and Presentation Format	A poor presenter—even if the content is of great interest—is about the worst recipe for a meeting; attendees will disengage and question why they took valuable time from the office to attend. Further, getting them to reengage and attend future events becomes immensely more difficult. The presentation format will vary depending on the topic and the backgrounds of the attendees attending the meeting.
Follow Up	Prompt and relevant communications are required following a meeting. This could include a feedback survey asking attendees to provide input on the meeting and a list of the action items that were logged during the meeting.
Measure the Business Impact	Companies need to measure the results of meetings. Key measurements must be determined beforehand, and the right processes and tools need to be in place to capture the requisite data and then measure the results.

## COMPANY EVENT: NATIONAL TRACTOR TRAILER SCHOOL

The **National Tractor Trailer School** needed to hold an event in New York City. The company investigated different hotel conference room options, but they all charged huge rates and the configurations did not fit their business requirements. The manager discovered Davinci Meeting Rooms through an Internet search and was impressed with the room options as well as the technologies and business services that come with the conference room. A Davinci customer service agent walked the representative from National Tractor Trailer School through different meeting room options and helped her find one that met their needs. The president of the company was quite impressed with the meeting space—from the lobby to the room itself. Had the company gone with a hotel conference room, it would have cost them upwards of \$1,000, and without the technologies and business services that come with Davinci Meeting Rooms. “We got a GREAT meeting location and experience for \$300,” said the representative from National Tractor Trailer School. “Davinci is a great company and provides great service.”

# DAVINCI MEETING ROOMS

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## 5,000 Meeting Room Spaces in over 1,500 Locations

[Davinci Meeting Rooms](#) provide entrepreneurs, small businesses, and even mid-sized-to-large companies with a choice of over 5,000 meeting room spaces in more than 1,500 locations in 50-plus countries. You can search based on location, services and room size. Davinci's fully configured meeting rooms can be booked by the hour (starting at \$10/hour), half-day, or by the day. Our reservation system enables you to view photos of each room and compare its rate and services to other room sizes in the same location.

Recognizing that a growing number of our customers prefer to book and manage their meeting rooms from their mobile devices, we rolled out a mobile app for [iOS](#) and [Android](#) devices called DAVINCI MEET. The mobile app has been well received, garnering a 4+ rating on both the Apple iTunes and Google



[How It Works](#)

Play stores. And when the GPS capability is activated on the mobile app, you receive dynamic recommendations on what location and room to book.

In case you're struggling to find the right meeting room, our team of meeting room planners are available to help you do so through [phone](#), [email](#), or [live web chat](#). Sometimes, it takes an expert to pinpoint the right meeting room that aligns with our business objectives.

Our customers like what they get with Davinci Meeting Rooms. We maintain an 8 or higher (out of 10) on Trust Pilot, and we garner an [A+ Rating](#) from the Better Business Bureau.

**Nearly two-thirds of Americans are now smartphone owners and rely upon it for various personal and business events.<sup>10</sup>**

**Davinci Virtual Office customers also see value in meeting spaces and offices: 42 percent of our meeting room bookings come from customers who rely on Davinci for virtual office solutions.**

DAVINCI MEET is currently used by an increasing number of customers to search for, review, and reserve rooms for day offices, board meetings, staff treats, and more. And the adoption rate continues to increase monthly.

### Top 10 Industries that Rely on Davinci Meeting Rooms

1. Consulting
2. Legal
3. Technology
4. Healthcare
5. Finance
6. Education
7. Marketing Agencies
8. Entertainment
9. Retail
10. Non-Profit Organizations

# Resources

<sup>1</sup>“Office Outlook: Q4 2015,” JLL, January 2016.

<sup>2</sup>“[Infographic] Workplace Flexibility Attracts and Retains Top Talent,” Plantronics, May 27, 2014.

<sup>3</sup>“[Infographic] Increase the Bottom Line: How to Leverage Conference Room Rentals for Your Business,” Davinci Meeting Rooms, September 2, 2014.

<sup>4</sup>Karen Leland, “Why Face-to-Face Meetings Still Matter,” Gigaon, March 15, 2010.

<sup>5</sup>Susan M. Healthfield, “Tips for Understanding Nonverbal Communication: Listen With Your Eyes,” About Money, January 12, 2015.

<sup>6</sup>Karen Leland, “Why Face-to-Face Meetings Still Matter,” Gigaon, March 15, 2010.

<sup>7</sup>“The Return on Investment of U.S. Business Travel,” Oxford Economics, 2009.

<sup>8</sup>“Why Face-to-Face Meetings Still Matter.”

<sup>9</sup>Hank Barnes and Christine Adams, “Tech Go-to-Market: The B2B Customer Buying Cycle for Technology Products and Services,” Gartner, June 18, 2013.

<sup>10</sup>Aaron Smith, “U.S. Smartphone Use in 2015,” Pew Research Center, April 1, 2015.

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## About Us

For more information on Davinci Meeting Rooms, visit our website at [www.davincimeetingrooms.com](http://www.davincimeetingrooms.com), [call us](#), [email us](#), or [chat with us](#). Davinci Meeting Rooms has been helping tens of thousands of businesses and entrepreneurs to focus on what they do best by providing them with professional meeting rooms, day offices, and conference rooms around the globe.

### Global Headquarters

2150 S. 1300 East, Suite 200  
Salt Lake City, UT 84106

Phone: 1.877.424.9767

Email: [support@davincimeetingrooms.com](mailto:support@davincimeetingrooms.com)

Websites: [www.davincimeetingrooms.com](http://www.davincimeetingrooms.com)  
[www.davincivirtual.com](http://www.davincivirtual.com)



Davinci Virtual is the leading provider of turnkey virtual communications, office, and meeting room solutions. Founded in 2006, Davinci Virtual helps tens of thousands of small and mid-size businesses as well as entrepreneurs to build meaningful connections with prospects, customers, partners, and employees. Through its Live Receptionist and Live Web Chat solutions, businesses realize better efficiencies and lower costs while building customer loyalty and fostering brand advocacy. And with over 1,500 prime office locations, including more than 5,000 conference rooms, in 50-plus countries, Davinci Virtual gives businesses a global presence with a simple click, phone call, or live web chat.