

## REPORT OF THE ONLINE Segment Meetings – November 5<sup>th</sup>, 2020

### Decisions about travel or digital meetings:

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During this break-out session the participants talked about making decisions about travel or digital meetings taking sustainability into account. A lot of interesting tips and experiences were shared. Important points that emerged from the conversation were:

- Most of the participating companies are still motivated to have face-to-face meetings mainly to build new relationship and maintain customer intimacy, stimulate & develop creative ideas, enhance project delivery, resolve complex discussions, to close a deal, and finally to improve business development and sales.
- On the other hand, motivation for digital meetings mainly revolves around three themes, environment friendliness – effectiveness (less effort/time/cost required so more involvement possible) – efficiency (in case of repetitive meetings/webinars/global teams)
- The key deciding factors to choose either face-to-face or digital are cost-time-distance-meeting type. The meeting types are defined by complexity, of participants, of meetings, duration of the meeting. But, the key challenge is to define proper metrics/process to ease the decision making and implementation.
- Some best practices are influential in nature, such as providing a carbon budget per employee, restricting travel by train within NL or < 4 hour, providing company e-bikes, electric car lease, no parking at office, decentralised operations.

