Human Factors

Introduction

- Experience with conferencing technology
- Project Icarus advisor
  - Cranfield University
  - MSc Air Transport Management

Communication

- Need to interact
- Range of technology options
- Face-to-face
- Productive
- Responsible

Technology

Which solution?

- Audio, audio & web, video.

- Effective implementation
  - Commitment
  - Fit for purpose

- Guidance for use

- Success is in management

Face-to-Face

– Press the flesh

– Beyond the meeting room

– Business and cultural insight

– Supplier selection
  - Business practices
  - Mitigate impact

Summary

- **There is no one solution**
  - Case by case
  - Technology compliments travel

- **Time for a change?**
  - Manage the choice
  - Measure the impact
  - Support your users