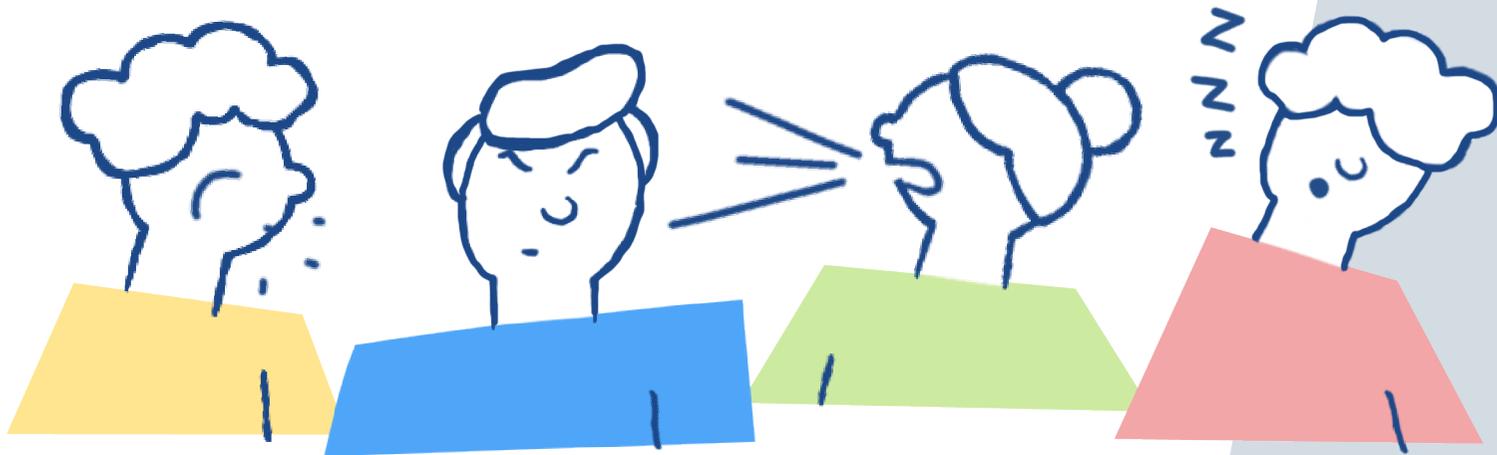


Doodle

The Doodle State of Meetings Report 2019



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Summary

A new study from Doodle, the world's leading scheduling platform, surveyed 6,500 professionals in the US, UK and Germany and examined 19 million meetings arranged through the platform over the prior year.

- ✔ Mornings are overwhelmingly the best time to hold a meeting – with 70% of professionals preferring meetings between 8am and 12pm
- ✔ 76% of professionals prefer face-to-face meetings to calls or video chats

Key Findings

- ✔ Professionals spend 2 hours a week in meetings they find pointless, a waste of more than \$541 billion in employee time in 2019.
- ✔ The average professional spends three hours a week in meetings – making two thirds of all meetings unnecessary or a waste of time
- ✔ Cumulatively, 24 billion hours will be lost to pointless meetings in the next year
- ✔ More than a third (37%) of professionals consider unnecessary meetings to be the biggest cost to their organisation

Part One: Importance of meetings

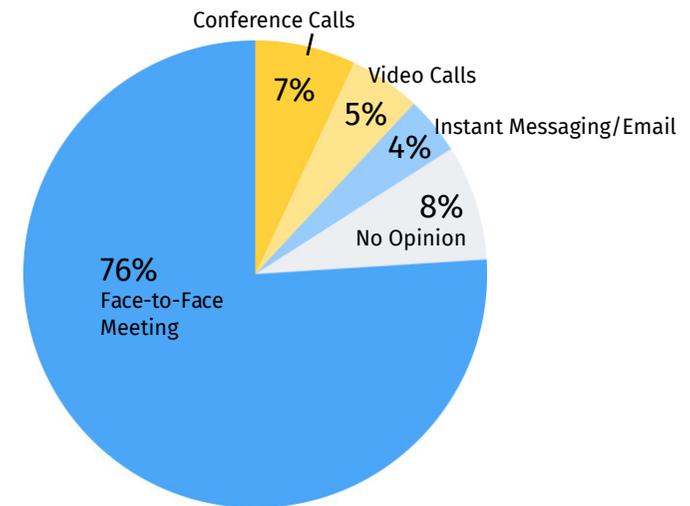
Meeting face to face

Meeting face to face is vital, with professionals preferring this method over all other meeting types. Two thirds of professionals from the UK, Germany and US all feel that face-to-face meetings make it easier to make important decisions. 100% of respondents also agreed that face-to-face meetings help them understand other peoples' opinions and arguments better.

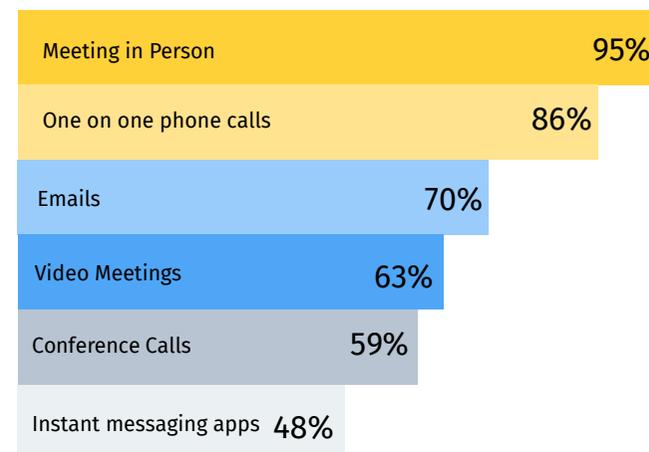
“Although technology has made it easier and easier to meet remotely, and that is a good thing, there is something particularly powerful associated with individuals coming together to meet face to face.”

Professor Steven Rogelberg
Chancellor's Professor and Professor of Management at the University of North Carolina

Preferred meeting methods



Effective ways of building relationships at work



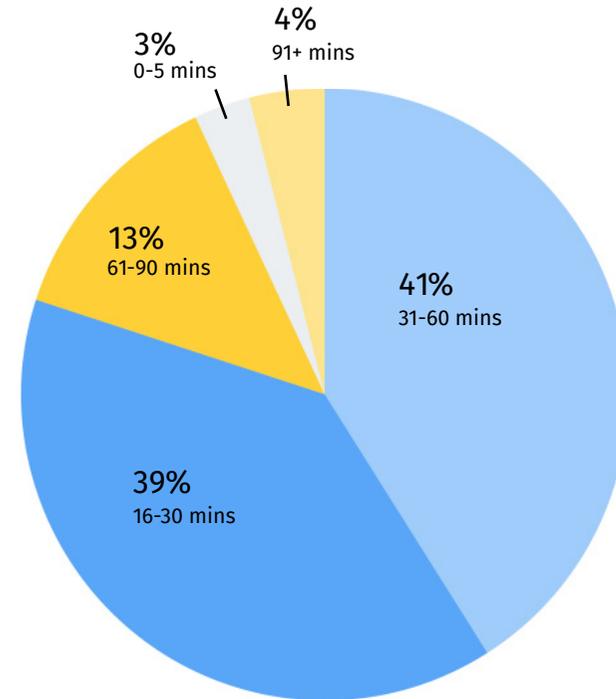
Meeting length

The average meeting lasts around an hour, with 54% of professionals saying their average meeting takes between 30 minutes and 1 hour.

Meeting length shows a strong correlation to an individual's level of seniority, with those earning over \$55,000 per year twice as likely to have hour long meetings as those earning less than \$30,000 per year.

Those earning higher salaries also tend to be more active participants in meetings, with just 8% of professionals earning more than \$55,000 per year saying they aren't usually an active participant in work meetings, compared to 18% of those earning less than \$30,000 per year.

Average length of meetings



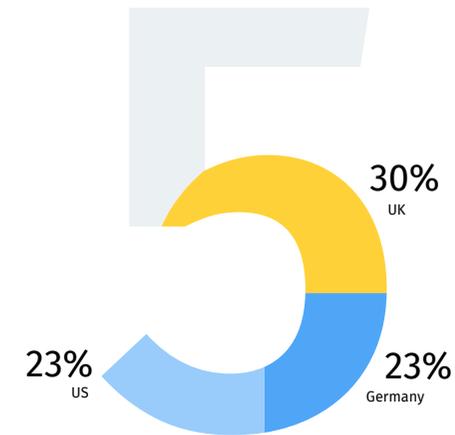
Meeting amount

British professionals spend the most time in meetings every week, with nearly a third (30%) of respondents reporting they spend five or more hours in meetings per week. 23% of professionals in the US spend this time in meetings, while the 23% of German professionals spend 2 ½ hours in meetings every week.

Busy professionals (those attending five or more meetings a week), are also far more likely to actively participate in the discussion — with 70% of busy professionals playing a key role compared to 49% of professionals attending fewer than five meetings a week.

Our Nielsen research also discovered that 25% of professionals in the US have more than 15 meetings, catch-ups, calls and internal meetings every week.

Professionals who have more than five meetings per week



Average length of meeting by country



Meeting attendees

Predictably, those spending time in lots of meetings feel improperly attended meetings are the biggest cost to their company, more so than those attending fewer than five meetings per week.

Interestingly, busy professionals are less particular about their preferred meeting method. More respondents who attend five or more meetings per week believe that video conferences, conference calls and one-on-one phone calls can be effective methods of meeting. This likely reflects the fact that they place greater importance on the quality of a meeting's attendants, rather than the format itself.

“The secret of a successful and time-efficient meeting is preparation. The agenda mustn't be too long. Otherwise there's a risk of spending too much time on the first items and later items are rushed.”

Dr. Sankalp Chaturvedi
Associate Professor of Organisational Behaviour and Leadership, Imperial College London Business School

Negative impact of improperly staffed meetings

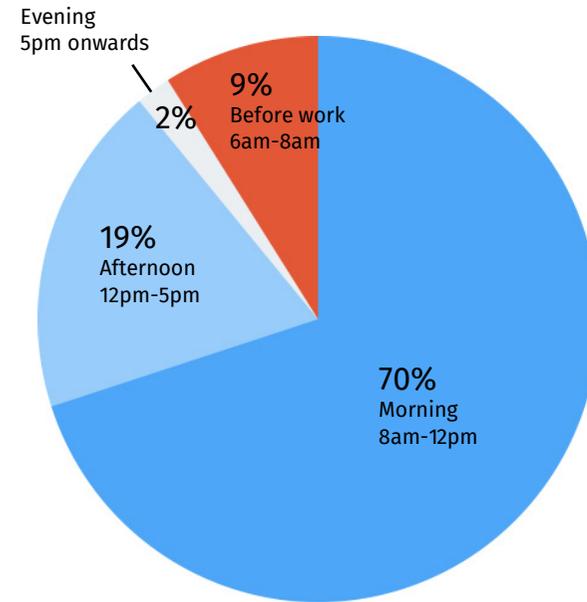


Part Two: State of meetings

Time of meetings

Professionals emphatically feel that morning is the best time to hold a meeting, with 70% preferring to schedule them between 8am and 12pm. Even for those who prefer afternoon meetings, earlier is still better - with just 12% preferring meetings after 2pm. These attitudes are almost universal across the UK, US and Germany, with the most divisive time being late morning — this is the preferred time for meetings for 37% of German professionals, compared to 33% of British and 23% of American professionals.

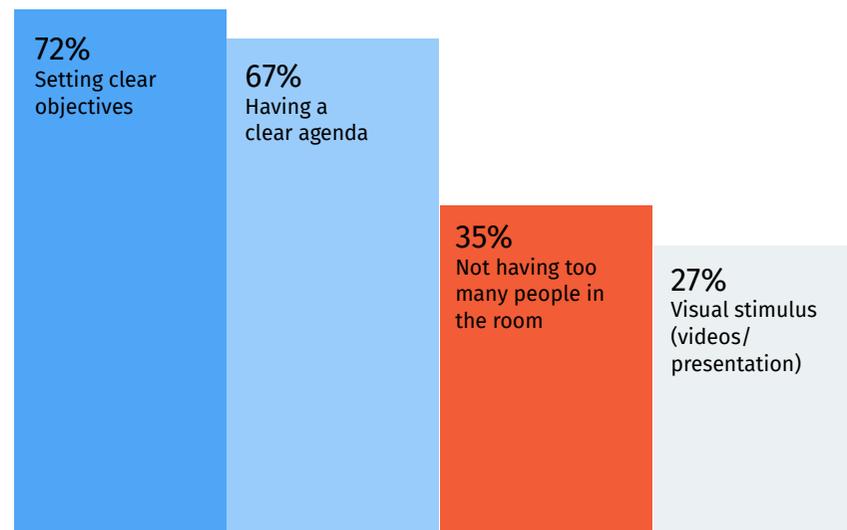
Preferred time for meetings



Meeting organization

Organization is key to efficient meetings, but visual stimulus is less important than setting clear goals and agendas.

Key elements of successful meetings



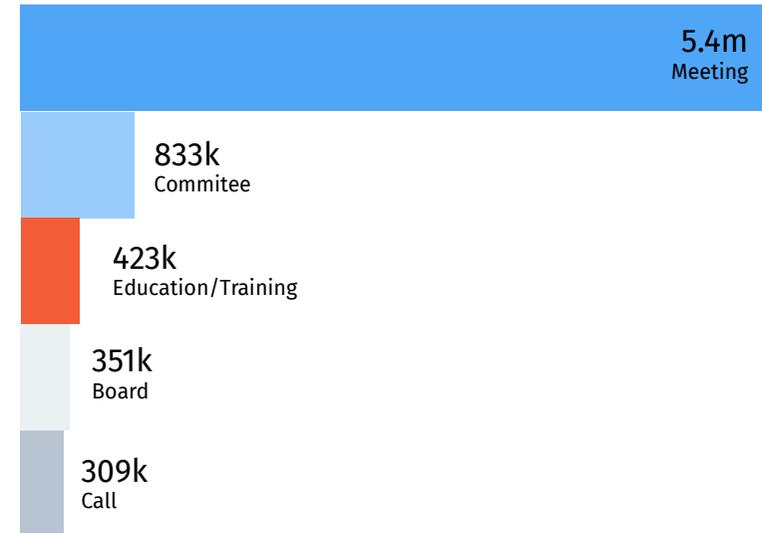
Meeting types

What kind of meetings are we having? We analysed data from over 10m meetings arranged on our platform in 2018 to find out the most commonly used words when arranging meetings with colleagues and clients.

What do we call a meeting?

- US/UK - Meeting
- Spain/France - Réunion
- Germany - Meeting, Sitzung
- Switzerland - Meeting, Sitzung, Réunion, Rinunione
- Brazil - Réuniao
- Italy - Riunione

The language of meetings



Organizational efficiency

Which countries are most efficient when it comes to scheduling meetings? We looked at over 19m responses to meeting invites sent out on Doodle in 2018, working out the average time it takes someone from each country to respond to a meeting invite.

The average time it takes for respondents to confirm or decline meetings by country

Top Three



Bottom Three



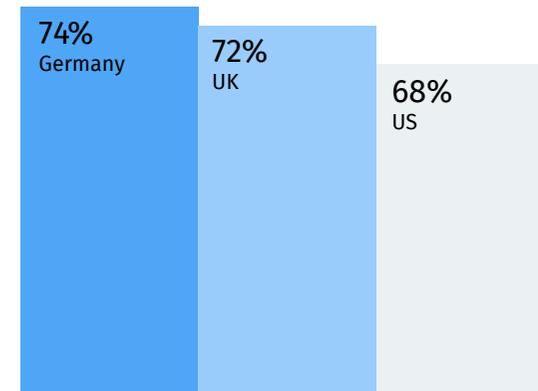
Part Three: Personal impact of meetings

Time lost

Nearly two thirds (71%) of professionals lose time every week due to unnecessary or cancelled meetings. More German professionals (74%) reported regularly losing time to poorly organised meetings than those in the UK (72%) or the US (68%).

This is likely to be a reflection of the fact that Germans tend to be more involved in meetings they attend, with 65% of Germans saying they play an active role in meetings they attend, compared to just 48% of British professionals and 51% of those in the US.

Professionals losing time due to poorly organized meetings by country



Meeting irritations

Face-to-face meetings are by far our preferred method of meeting, and the effect of these being poorly organized, ineffective or cancelled outweighs other common annoyances.

“Any collective that masters the art of leading (and participating in) effective meetings will see an array of tangible benefits in completing projects to time and budget, achieving their specific strategic aims, and doing all of this with less human resource - which are all directly related to successful communication.”

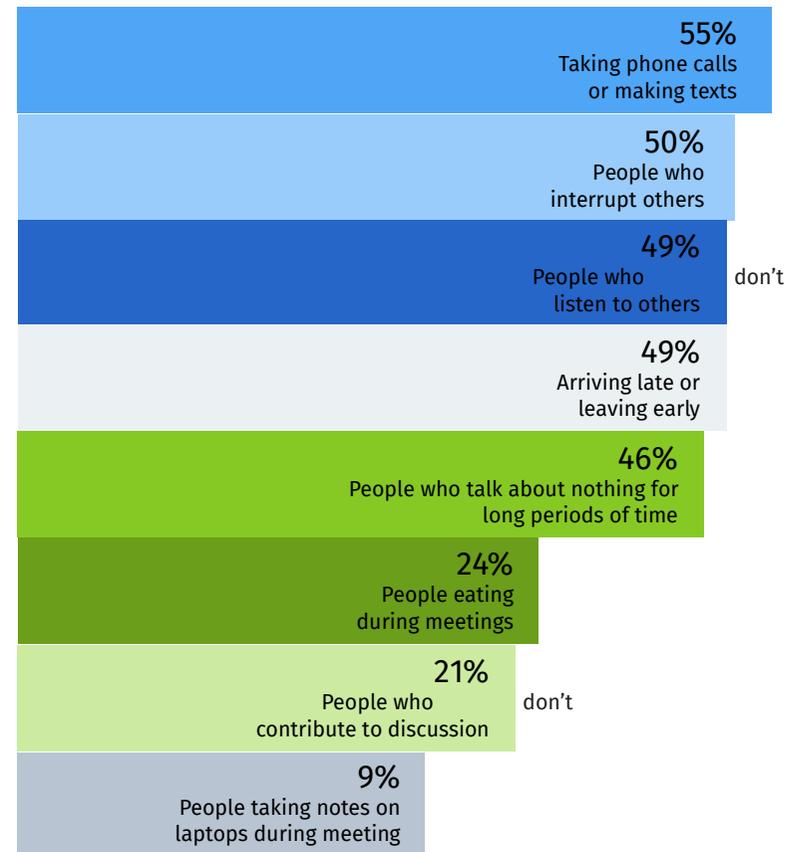
Paul Axtell
Author of Meetings Matter

Ineffective meetings ranked by level of irritation



When it comes to ineffective meetings, there are a number of behaviors or actions that professionals reported as irritating them and rendering meetings inefficient.

Biggest irritations in meetings



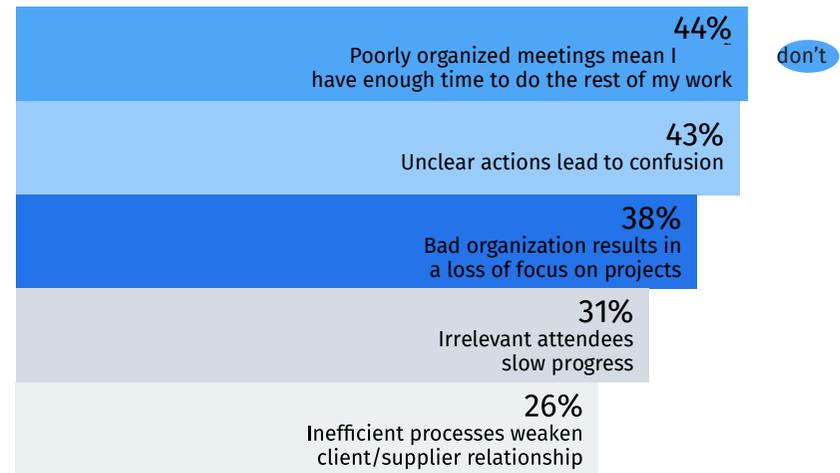
Part Four: Financial impact of meetings

Poor organization

100% of respondents described poorly organized meetings as a waste of time or money. The effect of these is felt in a number of ways, with over a quarter (26%) of respondents stating that poorly organised meetings impact their client relationships.

Poorly organised or cancelled meetings pose the biggest time drain to businesses in the UK, with 40% of employees believing this is the biggest threat to their company's time. 38% of Germans see this as the biggest threat, while 34% of Americans believe it's the biggest threat to their company.

Biggest irritations in meetings and consequences of poorly organized meetings

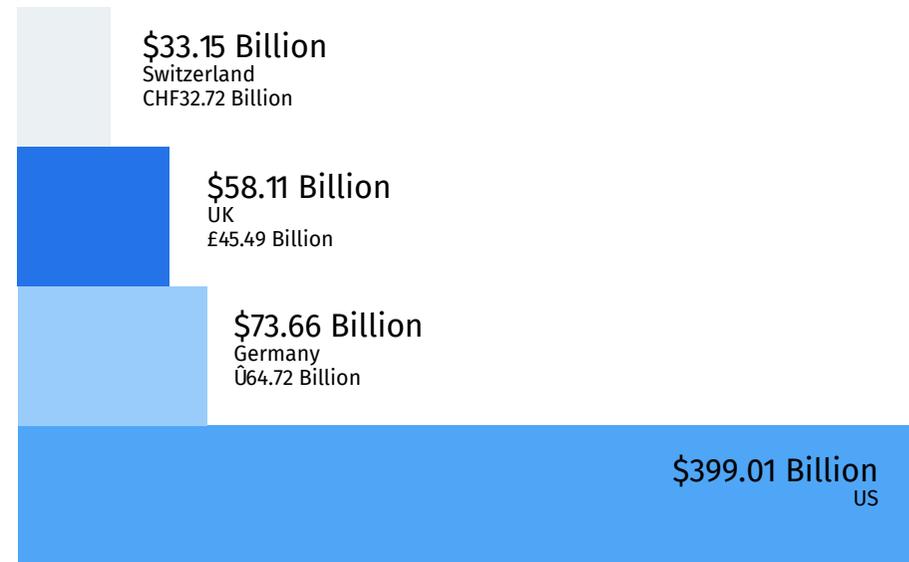


The cost of poorly organized meetings (I)

Professionals spend an average of two hours in pointless meetings every week. When viewed at scale, the impact of this is huge, costing the economy billions of dollars every year. While one pointless meeting might not seem of great consequence, these results certainly show that with a little effort to improve meeting scheduling – huge savings in both time and money can be made.

Exchange rates calculated December 2018.

Consequences of poorly organised meetings



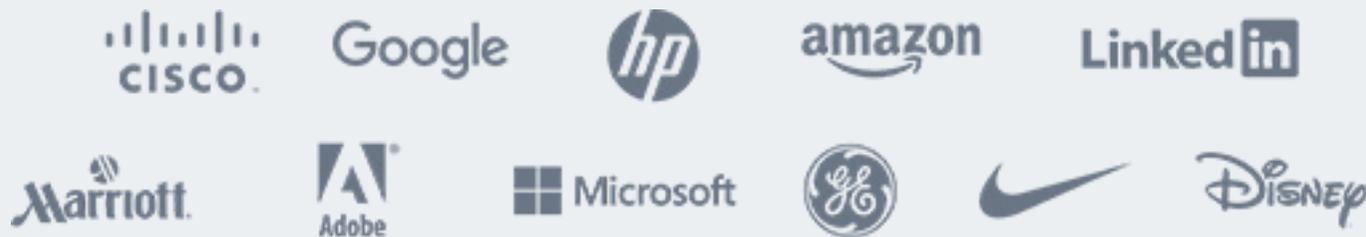
About Doodle

Doodle is the simplest way to schedule meetings with clients, colleagues, or teams. Find the best time for one-to-ones, team meetings, and more with our suite of user-friendly calendar tools.

The world's leader in online scheduling, Doodle is used by over 30 million people every month. Doodle AG is headquartered in Zurich, and has offices in Belgrade, Berlin, and New York City. Doodle is part of the Swiss media group Tamedia.

Visit doodle.com or email sales@doodle.com to learn more about how Doodle can help you take control of scheduling.

Thousands of teams worldwide rely on Doodle everyday





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