



The meeting room evolution

Empower teams to collaborate seamlessly

A guide to building agile, connected spaces for today's modern work.



Modern meeting spaces have changed — has yours?

It's no secret, the way we work has transformed with traditional models of work becoming boundaryless. Teams are now a blend of in-office, remote, and on-the-go professionals, all needing to connect, collaborate, and deliver at the same pace as if they were sitting around the same table.

But here's the truth, in too many organizations, meeting spaces haven't kept up with this shift. Outdated technology, inconsistent setups, and poor user experiences stall decision-making, create frustration, and make remote attendees feel like they're on the outside looking in.

Today's meeting room isn't just a physical space, it's a critical collaboration hub. It's where strategy is defined, client relationships are nurtured, and innovation takes shape. And it has to work equally well for the person in the corner seat, the colleague in another country, and the client joining from their kitchen table.



For IT leaders, three factors are driving the change

1 Employee expectations

Teams want frictionless, intuitive meeting experiences that let them focus on the work, not the tech.

2 Executive visibility

Leaders need to see and be seen, ensuring presence and influence whether they're in the room or not.

3 Productivity pressure

Every minute of every meeting counts, and the right technology can make the difference between a meeting that moves projects forward and one that wastes everyone's time.



At the end of the day, the success of your business hinges on only one thing: your people, the assets that are truly driving business performance. Therefore, the question isn't whether meeting spaces should evolve, it's how quickly you can make the change to provide flexible technology for today's everywhere workplace.

It's not just about being seen. It's about being heard, included, and productive.

Think of your last hybrid meeting. How often did someone repeat themselves because a remote attendee couldn't hear clearly? How many times did someone "drop out" of the conversation because they couldn't see the speaker or read the room?

Equipping meeting spaces for hybrid work is not about sticking a webcam on a desk. It's about designing experiences that make every participant, wherever they are, feel equally valued, equally visible, and equally empowered to contribute.

With purpose-built video collaboration technology, IT leaders can:

+ Deliver hybrid equity

Give remote participants an equal seat at the table, both visually and audibly.

+ Boost employee satisfaction

People work better when the technology helps, not hinders. Investing in frictionless meeting tools builds morale and retention.

+ Improve decision-making

With crystal-clear audio, intelligent camera framing, and easy content sharing, teams can make better, faster decisions without repeating themselves or revisiting points.

+ Reduce costs

Fewer flights, more effective remote onboarding, and scalable room solutions mean better budget control, without sacrificing quality.

This is a strategic investment in your organization's collaboration culture.

When you pair the right tools with a strong collaboration strategy you don't just build morale and retention—you attract and promote high-quality talent and an environment where teamwork thrives. Done right, it's a win for employees, clients, and the bottom line.



Seven real-world challenges to consider when selecting the right collaboration solutions for meeting spaces

It usually starts the same way.

You've got a big meeting, stakeholders on three continents, a packed agenda, and a tight hour to get it done. People file in, laptops open. Someone dials in the remote team... and then it begins: "Can you hear me? No, you're on mute. Wait, we've lost the video. Whose screen are we looking at?" Ten minutes gone before the first agenda item, energy flat, momentum lost.

It doesn't have to be like this. But too often, meeting rooms are designed around what's there, not what's needed. The result? Frustrated teams, wasted time, and technology that works against you instead of for you.

Here are seven real-world challenges IT leaders face when setting up meeting spaces, and what can actually make them work.

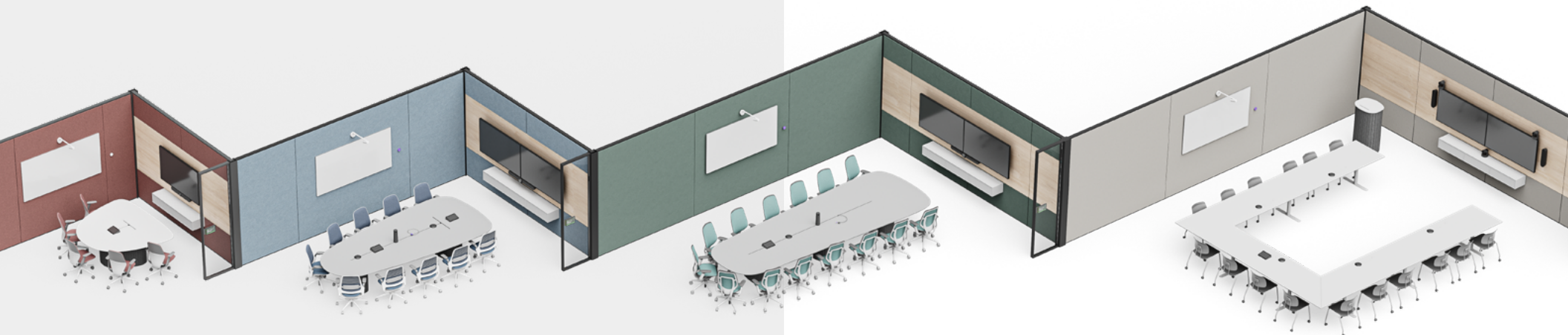
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Hybrid equity & user inclusivity

The biggest gap in hybrid meetings isn't bandwidth, it's equality. When you're physically in the room, you can read the room: body language, side comments, quick glances. Remote participants? They get a cropped view of a long table and a faint echo. No wonder they disengage.

A few years ago, this was just accepted. Now, it's a retention issue. Employees who feel sidelined in meetings will speak up less, contribute less, and eventually start looking for somewhere they can be heard.

The fix is a combination of camera intelligence and sound quality. Auto-framing so faces fill the frame, directional mics that focus on the active speaker, and background noise suppression so you hear people, not the HVAC system. When people can genuinely take part, ideas don't get lost, and neither do your best employees.



2

Room size & meeting type

Not every space needs the same muscle. A four-person huddle room and a 20-seat boardroom have nothing in common except the word “meeting.” Yet it’s surprisingly common to see the same hardware installed in both, a fast way to annoy everyone equally.

A small space needs a wide lens and easy-start controls, so a quick conversation doesn’t turn into a tech warm-up session. A boardroom might need intelligent speaker tracking, multiple displays, and high-end audio so remote attendees can follow a heated debate without missing a beat.

The takeaway? Match the technology to the purpose of the room, not the square footage. When the tech fits the way the space is actually used, people stop grumbling and start collaborating.



3

Platform compatibility & integrations

Few things will sink adoption faster than a meeting room that “doesn’t play nice” with the company’s UC platform. You can see the pain play out: someone books the room, starts the meeting, then realizes it’s set up for the wrong platform. Cue the scramble... laptops out, cables everywhere, IT summoned like a paramedic.

This is avoidable. If you’re a Teams shop, buy Teams-certified gear. Same for Zoom, Google Meet, or any other primary platform. It’s not a “nice-to-have,” it’s the difference between a five-second join and a five-minute disaster.

Get it right and the tech disappears. Get it wrong and the meeting might not even start.



4

Ease of use for end users

Here's the thing about user adoption: people will always choose the path of least resistance. If the meeting room is harder to use than opening a laptop, they'll open a laptop.

Clunky controls, confusing menus, or the dreaded "Did anyone get the training on this?" moment will kill your investment faster than hardware failure. Good design, the kind where you press one button and you're in, pays for itself in reduced help desk tickets and happier employees.

Sometimes the smartest thing IT can do is pick the option that requires no explanation.

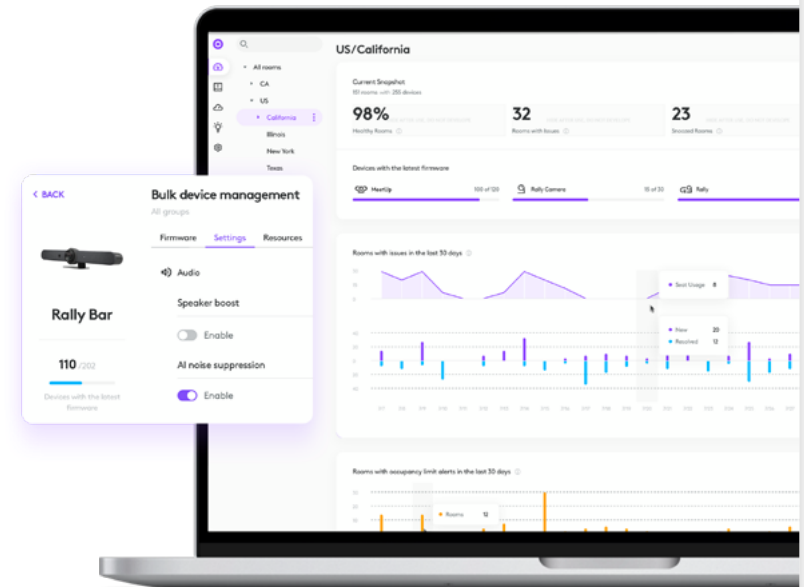
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Remote manageability & IT control

The call comes in: "The camera's not working in the Sydney boardroom." You're in London. The earliest someone can get there is three days from now. In the meantime, every meeting in that space is half-functional at best.

If you can't see, manage, and fix devices remotely, you're stuck reacting instead of preventing. Centralized dashboards that let you push firmware updates, reboot devices, or see usage patterns from anywhere aren't just convenient, they save days of downtime and keep IT from becoming the bad guy.

It's the difference between "We fixed it before you noticed" and "We'll get to it next week."



6

Total cost of ownership (TCO)

The trap: a low sticker price that turns into a high long-term bill. The mic breaks after 18 months. The manufacturer drops support after two years. Updates stop. Suddenly you're spending more on replacements than you would have on a higher-quality setup in the first place.

TCO is about looking beyond the receipt. Will this device be supported in three years, or five years? Does the warranty actually cover what's likely to go wrong? Will it keep up with platform updates? The cheapest option rarely is, at least not for long.



7

Scalability across global locations

In one office, the “join” button is green. In another, it’s blue. In a third, you have to tap a touchscreen, then enter a code. Multiply that by dozens of locations and hundreds of users, and it’s chaos.

Inconsistent setups don’t just frustrate users, they eat up IT’s time with endless “how does this one work?” calls.

Standardizing on a global setup means training once, supporting more easily, and delivering a consistent experience to everyone, everywhere. And when your VP flies from London to Tokyo and joins a meeting without asking for help? That’s when you know you’ve got it right.



Six strategic priorities for IT leaders to enable seamless collaboration

In today's hybrid workplace, every meeting is virtual in some capacity—whether participants are physically present or dialing in remotely. As an IT leader, enabling seamless collaboration across diverse teams is no longer a nice-to-have; it's mission-critical for productivity. To create meeting spaces that inspire collaboration and keep workflows humming, focus your sights on these six strategic priorities:



1 Define work objectives before technology investment

Start with the most important question: What do we need to achieve as a company? Align your meeting space upgrades with organizational priorities—whether that's fostering innovation, increasing project velocity, or enhancing cross-team collaboration. This ensures technology choices deliver tangible business outcomes rather than just ticking boxes.

2 Empower employees with solutions they don't know they need

Employees may not always articulate what's limiting their productivity, but IT teams must anticipate those gaps. Focus on solutions tailored to meet employees where they are—whether they're in the office, working remotely, or on the road. Leverage user feedback, deploy UX-optimized tools, and invest in video collaboration solutions that create a frictionless experience for every participant.

3 Guarantee hybrid equity for equal collaboration

Remote participants shouldn't feel like they're observers at a broadcast. Use intelligent cameras, spatial audio systems, and noise suppression technology to ensure every attendee—whether in the room or remote—has a clear voice, presence, and experience. Deliver seamless synchronization between physical and virtual spaces to preserve productivity and keep all contributors engaged.

4 Activate workspaces with purpose

The future of work demands re-evaluating the allocation of meeting spaces. Assess whether your workplace leans more on huddle rooms for quick collaboration or boardrooms for larger strategic discussions. Then activate those spaces by deploying technology designed for their specific use cases. Invest in smart, scalable solutions that empower all users—regardless of the room or purpose—to focus on getting work done instead of troubleshooting tech.

5 Centralize device management across locations

Managing devices manually is a IT productivity killer. Traditional approaches of sending IT staff to fix meeting rooms at branch locations are outdated and unsustainable. Adopt cloud-based management dashboards that allow real-time monitoring, firmware updates, and troubleshooting across multiple locations—turning downtime into proactive problem-solving without leaving your main office.

6 Ensure business continuity in every scenario

Even in organizations with policies for 100% office attendance, interruptions happen: travel, illnesses, or other circumstances require employees to work remotely temporarily. By building meeting spaces equipped with flexible, always-on video collaboration tools, IT decision-makers can ensure uninterrupted productivity—no matter where work happens.

The ROI of better meetings

Organizations that modernize their meeting spaces see measurable impact:



Decision-making is up to 25% faster¹
with clear communication and real-time content sharing.

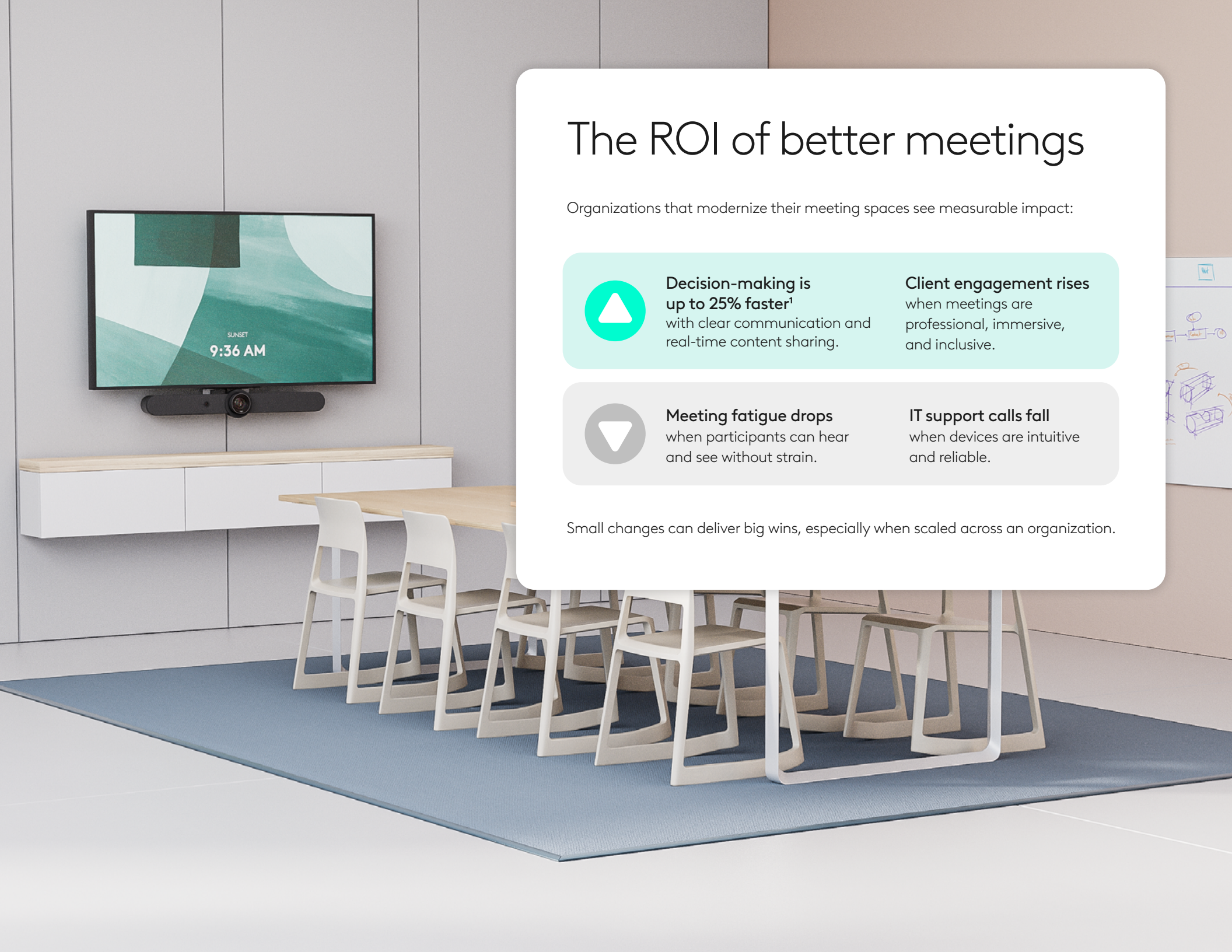
Client engagement rises
when meetings are professional, immersive, and inclusive.



Meeting fatigue drops
when participants can hear and see without strain.

IT support calls fall
when devices are intuitive and reliable.

Small changes can deliver big wins, especially when scaled across an organization.



Built for modern work. Trusted by IT.

When it comes to equipping your meeting spaces, together with Logitech, we bring:

- ✓ **AI-powered, certified devices** that work seamlessly with leading UC platforms.
- ✓ **Global support and deployment expertise** to match your scale.
- ✓ **Proven market leadership** and award-winning innovation.
- ✓ **Enterprise-grade security and data privacy** for peace of mind.

We're here to help you choose, deploy, and support the right solution, today and for the future.

Let's build better meetings, together.

It's time to modernize your meeting spaces with purpose-built video collaboration solutions. Whether you need a single-room upgrade or a global rollout, we can assess your needs, recommend the perfect setup, and ensure a seamless deployment, with measurable results from day one.



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