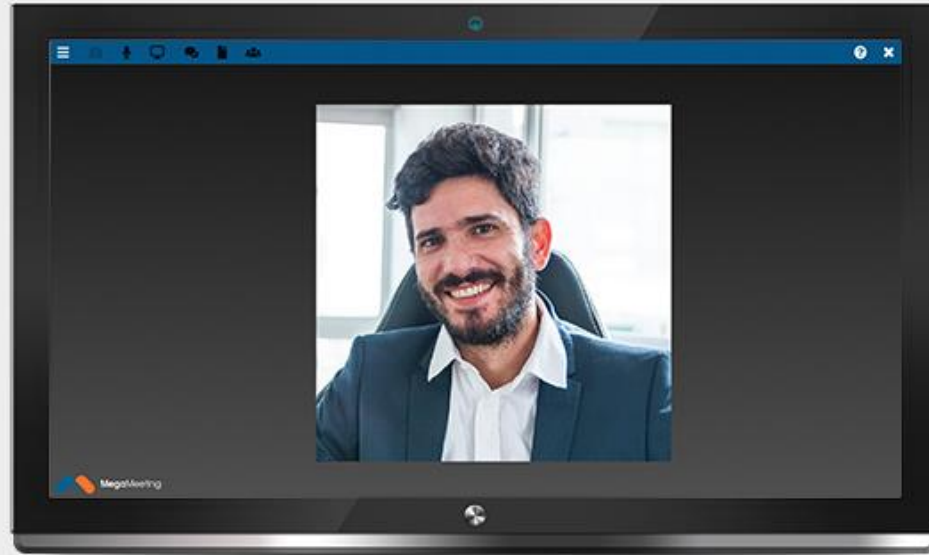




MegaMeeting
Less Hassle. Better Meetings.



5 REASONS VIDEO CONFERENCING WILL BENEFIT YOUR LAW FIRM

If your law firm is like many others, you've been quick to adopt modern technology in your field. After all, it's much better and less stressful to review past case files in easily-searchable databases rather than pouring through physical folders, isn't it?

But as much as your law firm may have adopted technology like cloud solutions governing things like project management, eDiscovery, witness prep, file sharing, or tracking job applicants, there may be one type of solution your organization should consider investing more heavily in than you already are.

Modern video conferencing solutions are affordable, easy to adopt and deploy, and should be an indispensable part of any lawyer or paralegal's professional toolbox. Video conferencing can help boost productivity, cut down on wasted time, and improve collaboration between members of a legal team.

In this ebook, we'll examine the reasons why any modern law firm or legal department should be using video conferencing.



TABLE OF CONTENTS



**REASON #1:
MODERN WORK REQUIRES MODERN SOLUTIONS**

**REASON #2:
VIDEO CONFERENCING SAVES MONEY, INCREASES
PRODUCTIVITY, AND MAKES YOUR WORK MORE EFFICIENT**

**REASON #3:
VIDEO COMMUNICATION IS THE MOST NATURAL WAY TO CHAT**

**REASON #4:
VIDEO CONFERENCING MAKES IT EASIER TO SHARE
INFORMATION WITH PARTNERS AND CLIENTS**

**REASON #5:
WEBINARS ARE FANTASTIC (AND UNDERUSED) TOOLS**

REASON #1: MODERN WORK REQUIRES MODERN SOLUTIONS



The modern world is a world built on technology, because technology improves our lives both as working professionals and as individuals. Hands-free devices in our cars let us call into conference calls while we're sitting in stopped traffic, turning an otherwise frustrating waste of time into something productive. Electronic access fobs save us seconds every day that might have otherwise been wasted fumbling with keys – just seconds, true, but seconds that add up.

The modern world is also a global one. The increased adoption of cloud services means that businesses are more likely to work with other organizations – or, for large enterprises, other offices in their own organization – across the country or even the globe. Video conferencing helps take the place of international phone calls, long flights, or email. Anyone who has ever emailed someone living on the other side of the planet knows how frustrating it can be to deal with long distances and time zones when you need prompt replies.

It's true that the need to communicate with others across the country or the world is generally the purview of legal departments in very large corporations, who may be needed for consultation



by colleagues or suppliers at other locations, or very large law firms that maintain multiple offices of their own. However, smaller law firms or individual lawyers can benefit in their own rights as well.

For instance, take consultation. If a legal argument you're working on relies on an esoteric subset of case law and the foremost expert in the field is semi-retired and living in Florida, a consultation over video chat can let you benefit from the expert's knowledge without purchasing a plane ticket to Miami. Similarly, you can offer your own consulting services to others around the country, providing your business with an additional source of revenue that might not have been possible earlier.

Video conferencing also makes it possible to have a more modern workplace. Workers, especially younger ones entering the workforce or establishing themselves as professionals, are increasingly valuing remote work. It's possible to employ a paralegal to do things like conduct research or draft briefs despite not being in the same city or even state as your firm. This opens up the talent pool significantly and allows you to offer new hires an attractive benefit.

REASON #2: VIDEO CONFERENCING SAVES MONEY, INCREASES PRODUCTIVITY, AND MAKES YOUR WORK MORE EFFICIENT



As the old saying goes, time is money, and few professions are more acutely aware of that fact than those who work in billable hours. Video conferencing spaces save a business both time and money, improving efficiency and your bottom line.

Think about the earlier example of consulting an expert who lives across the country. Not only are you on the hook for the cost of the plane ticket, but all the time spent traveling as well. Sure, you can bring your laptop, but it's a rare lawyer indeed who works as well on an airplane as she does her home office. Any time spent traveling is time spent not working at your best, which means it's effectively an opportunity cost of lost money. Compare that to a video conference, where the only time you spend is the time spent actually consulting the expert, and you can get back to work immediately after.

Granted, that is an extreme example and a very specific situation, but the principle applies to any number of potential scenarios. If your large law firm maintains multiple offices, it is much faster to hop on a video meeting than to drive or fly to where your colleagues are.



Perhaps your law firm specializes in *pro bono* trial defense for low-income defendants. If a client cannot afford bail, in order to meet with them you might have to travel across town, sit in traffic, and go through security at the holding facility, which all takes time that could better be spent on building a case. Surely your client would much prefer to speak with you over video, giving you more time to help prepare their defense!

With video conferencing, you can help prep a witness remotely, consult an expert back at your office while you're out doing work elsewhere, hold a settlement meeting or meet with a judge without ever having to go to the courthouse, or any number of things that would ordinarily require either time spent traveling or a less-effective method of communication like an email.

REASON #3: VIDEO COMMUNICATION IS THE MOST NATURAL WAY TO CHAT



One common objection lawyers have typically had towards any sort of remote work is that historically, methods of communication that aren't face-to-face discussions simply aren't suited for the sort of nuanced work that the legal profession needs. After all, how often have we misjudged a friend's tone over text messages or emails? When clear communication is critical to one's profession, things like body language and facial expressions are too critical to leave out entirely.

For that reason alone, video conferencing has a clear advantage over things like emails, letters, or phone calls. If you are conducting a deposition, being able to see things like their expression in addition to being able to hear the tone of their voice is a critical element for any lawyer's work.



Historically, outside of the very highest-end systems costing hundreds of thousands of dollars that can capture video of a client's full body, there's been little substitution for being truly in the same room with someone. When conducting a deposition, even tiny things like wringed hands or fidgety legs can be important information, after all.

However, current technology is now at the point where these concerns are quite easily handled, and without breaking the bank. Cost-effective video conferencing solutions offer high-quality full-body images, as well as support the use of multiple cameras. These modern day software solutions are noticeably cheaper and offer a much faster alternative to long-distance travel.

REASON #4: VIDEO CONFERENCING MAKES IT EASIER TO SHARE INFORMATION WITH PARTNERS AND CLIENTS



Consider a situation where you're conducting a deposition and you need the subject to read a transcription of something they allegedly said or wrote. It's possible to do this over a phone call, of course, but it requires you to either fax or snail-mail a file, or require the subject to print out the file on their own end. While it's unlikely that there could be errors – or malicious edits – it's still possible.

However, most top-end video conferencing solutions include file sharing and screen-sharing features alongside the typical video chat. This means that you can always be certain that the subject of the deposition is seeing (and reading) exactly what you intend for them to see and read. Similarly, if you need a witness to point to something on an image, they can use a special Exhibit tool to indicate the area in question with their mouse, “drawing” on the picture.

If you're going over a legal brief with a colleague, with screen sharing, you can make sure that you're both looking at the same section without having to waste valuable time directing them. Alternately, if you're in a jurisdiction where only a single lawyer on a team is allowed to question a witness, doing so in a virtual conference environment allows members of your team to send you chat messages of topics they'd like you to bring up – a true step above hastily scribbled notes.



Many video conferencing tools also automatically record meetings, with some even offering automatic transcription services of everything that was said. This means you can always go back and refer to topics that came up during a meeting, reducing any ambiguity and eliminating the risk of something critical simply slipping through the cracks in taken notes.

Finally, there are video conferencing solutions specifically designed for the legal profession that offer specialized, yet effective features. For instance, imagine if a court reporter had the ability to connect to an online event and send a transcript of the proceedings in real time, so that members of the legal team not physically present could be working to update the case with mere seconds of delay. As it turns out, you don't have to imagine it – that's a real feature that some legal video conferencing tools offer!

The multimedia capabilities of video conferencing tools put it a clear step above virtually any other method of communication.

REASON #5: WEBINARS ARE FANTASTIC (AND UNDERUSED) TOOLS



Perhaps this is where we've lost you. You've been with us this entire ebook, and are feeling rather convinced of how video conferencing can help you and your organization be more productive and ultimately save time and money. However, webinars simply don't seem like something you'll get much use out of – when you're typically dealing with clients in one-on-one or small-group scenarios, when would you ever need a one-to-many solution?

While it's certainly true that between a video conferencing solution and a webinar one, you'll typically get much more use of the former than the latter, it's a tremendous oversight to dismiss webinars entirely as tools for the legal profession.



WEBINARS ARE FANTASTIC TRAINING TOOLS

If you're a smaller or mid-size law firm, you may not need to use webinars for training, but in large legal organizations that employ hundreds of workers, the ability to host a one-to-many meeting – with employees being able to attend directly from their desks, rather than having to cram into an auditorium – is invaluable.

These trainings can include everything from new company policy or onboarding new technological solutions to educating staff on new legal developments that affect the firm's work, like recently passed laws that might impact clients.

Alternatively, given that recordings can be stored and archived, it's also possible to create a suite of trainings to serve as part of the onboarding process for new employees. One training session can be repurposed well into the future.





WEBINARS LET YOU GROW YOUR BUSINESS AND FIND NEW CLIENTS

While using webinars for training is something that only larger law firms will get the most use out of, webinars are still a great tool for smaller legal organizations. Webinars can be used to inform the public about an aspect of the law that lines up with your own area of expertise, which can in turn help you find new clients.

For example, let's say your law firm specializes in the intricacies of corporate and personal tax law. When the federal government passes a new tax bill, as it did in late 2017, you can advertise and hold a webinar on the practical impacts of the new tax law on corporations, families, or individuals. This kind of webinar helps cement your law firm as a knowledgeable authority on the subject, and you may well turn some of the attendees into clients if they find that you've shared helpful information and counsel.

Whether your area of speciality is tax law, labor law, criminal law, copyright law, or anything else, educational and informative webinars are a great, low-cost way to build your authority and your brand and ultimately find more clients.





PUTTING VIDEO CONFERENCING TO WORK FOR YOUR LAW FIRM

Ultimately, modern video conferencing solutions will save you and your employees time and money. Using them will make your work more efficient and effective, letting you spend more time being a legal eagle and less time stuck in traffic driving to depose a witness. Many video conferencing solutions are quite affordable, and only require a webcam and a stable internet connection to get up and running.

If you've been convinced by this ebook into exploring how video conferencing can benefit your law firm, [contact MegaMeeting today](#). Our browser-based solution works with both video conferencing and webinars, letting you do your everyday work as well as grow your legal business. Video conferencing is an important tool for any law firm, and we're confident that MegaMeeting can be the tool you need.

www.megameeting.com