4 workplace trends shaping conference room tech in 2024

The work world is evolving once again as more companies are looking to have people return to the office. However, this isn't a return to having everyone in the office five days a week. For many companies, their employees are splitting time between on-site and remote work. As a result, the workplace people are returning to is evolving as well.

Companies are having to adapt their existing spaces to accommodate the demands of modern hybrid work. The conference room is one place where technology can help drive people's engagement and increase their ability to collaborate and connect. Read on to see what workplace trends the hybrid work style has created and how you can address them with the right video conferencing solutions.

Trend 01
Tech that's more human— by design

As workplaces are redesigned to accommodate the wants and needs of the new hybrid workforce, technology will be vital to helping people connect and engage in more meaningful ways. It will be the cornerstone for building a seamless hybrid experience, especially when it comes to meetings and collaboration.

95%
of executives agree that making technology more human will massively expand the opportunities of every industry.[1]

The right video conferencing tools are an integral part of making meetings more effective and more productive. This will require conferencing technology that's intuitive in its design. It should integrate easily and be easy to use, and it should demonstrate more humanlike intelligence. You want your conference room tech to keep people engaged and allow everyone to participate.

Look for solutions that leverage AI to quickly identify and turn the focus to whoever is speaking. Allow everyone to be seen and heard by using cameras with auto tracking, dynamic noise-canceling audio, and microphones with automatic gain control that adjust output levels based on the volume of the person.

Trend 02
The workplace as a compelling destination

After working from home, in coffee shops, and in communal co-working spaces, employees who are returning to the office are looking for an experience that doesn't feel office-like. People want the environment to be less rigid—more inspiring and experiential. The result is a shift toward agile spaces that are flexible enough to evolve with the changing demands of the workforce.
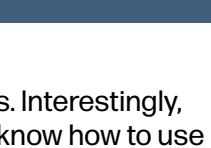
"The offices of 2024 will have modular furniture, movable walls, and adaptable areas that can transform from open-concept collaboration zones during a brainstorming session, to private, focused workspaces when needed."[2]

—Elena Oancea, CEO, Lemon Interior Design

To outfit these flexible spaces, you will need conferencing tech that is easily adapted. Search out solutions that easily connect to your cloud services and allow you to scale for meeting and room size without requiring complex reconfiguration. This could range from compact cameras that mount to external displays to fully immersive packages that can be moved from room to room. Flexibility is the key to creating cost-effective conferencing that works for every type of room, workspace, and work style.

Trend 03
The importance of worker-friendly tech

More and more of the workforce is made up of people who grew up with computers and smartphones. Interestingly, this is creating a workforce that is increasingly less tech savvy. Workers from this newer generation know how to use technology to be productive, but they aren't as skilled at troubleshooting when it doesn't work. This makes intuitive conferencing equipment essential to workforce success.

1 in 5
young office workers feel judged when experiencing tech issues, compared to 1 in 25 of their older coworkers.[3]

Easy-to-use tech that works when your people need it might be one of the most important elements for meetings where everyone feels engaged and productive whether they're in the office or joining remotely. Look to plug-and-play conferencing solutions that are certified to work with the meeting platforms you already use, without people having to configure settings or download additional software to their laptops. Also, embrace tech that utilizes audio and video with built-in AI to make everyone feel like they are right there in the room, even if they are hundreds or thousands of miles away.

Trend 04
Connect everyone but trust no one

More people working on more devices. Cloud-based data, apps, and software. This is all great for productivity, but the tools required to enable the hybrid workforce can create an absolute nightmare for IT security. This new landscape is causing many companies to embrace a zero-trust model. Adopting conferencing technology that has strong security features built in is a great way to create an immersive video conferencing experience that helps keep every person on every device protected while they connect.

"Some organisations [sic] might add role-based security... to protect sensitive information while reducing the barriers to access."[4]

—Chris Peake, CISO and SVP of Security at Smartsheet

Effective meetings among a hybrid workforce aren't possible if access is restricted for those working remotely. It starts with solutions that let you deliver a unified conferencing experience that is flexible and scalable while maintaining strict security protocols. It should also be easily deployable for on-prem, private, or public cloud to meet the varying needs of your hybrid employees.

Here's your checklist for tech that addresses the trends:

- An all-in-one conferencing solution
- Cameras with built-in auto tracking
- Dynamic noise-canceling audio
- Microphones that automatically adjust so everyone is heard at the same volume
- AI that keeps the focus on who's speaking
- Certified to work with most meeting platforms
- Easy on-prem, private, or public cloud deployment
- Scalability that maintains strict security protocols
- Easy connection to cloud services
- Doesn't require additional software for end users
- Doesn't restrict access for remote workers
- Scales to room size without complex reconfiguration

Let Poly help you create a modern conferencing experience

More than 60 years of industry experience and a decade of research into work styles and workspaces anchor the expertise of Poly engineers into our extensive range of audio and video solutions. We offer planning, tools, and assistance at no cost to you to help you design a conferencing solution around the evolving needs of your hybrid workforce.

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