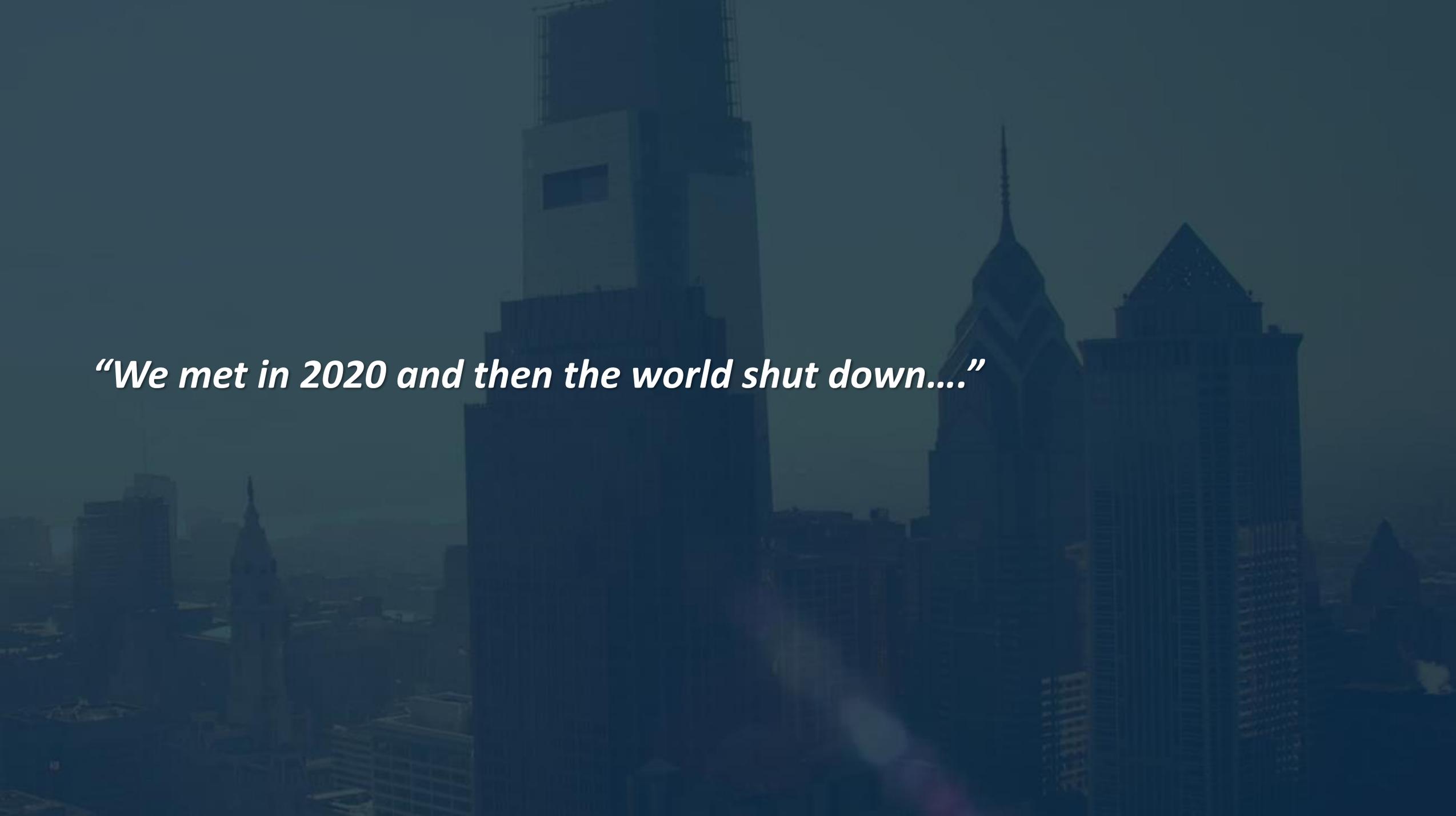


Welcome To Collaboration Week New York



“We met in 2020 and then the world shut down...”





“We met in 2020 and then the world shut down....”



What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives
- Industry Alliances
- Networking Opportunities
- Monthly Newsletter
- Educational Opportunities
- Special Interest Groups



www.IMCCA.org

*Free Membership For End Users
Many Benefits for Vendor Members
Contact Carol Zelkin, Executive Director
Czelkin@imcca.org*



@TheIMCCA @UCWeek
#CWNY24



Join Us In Denver In September



Collaboration Week

New York
2024



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September 5-7, 2024
Denver, CO

[Save the Date](#)

[Exhibit / Inquire](#)

Commercial Integrator Expo

Expo: September 5-7

Conference: September 4-6

Denver, CO

Co-located with CEDIA Expo

[Save the Date](#)



Who Am I:

UC
Weekly News



David J. Danto

Top 50 Industry Thought Leader, Analyst & Consultant

Director of Emerging Technology
Interactive Multimedia & Collaborative Communications Alliance

"I wear a lot of hats"



Over four decades of end-user experience:

- **JP Morgan Chase** – built & managed largest commercial Cisco TelePresence
- **Lehman Brothers** – built & managed all audio and video rooms and systems
- **Bloomberg** – design and build of all TV and Radio
- **NYU** - Development of TV and Media Services Dept. and Campus Cable TV
- **AT&T, Financial News Network, MTV, NBC, Rutgers University & many others.**

Industry recognition:

- **IMCCA** – Executive Board of Directors – Director of Emerging Technology
- **NAB** – Broadcast Engineering Judge - since 2001
- **CES**– Analyst since 2003, Judge 2011, 2013, 2016-2018, 2024
- **Enterprise Connect** – Innovations Judge 2012, Speaker 2013-2024
- **Commercial Integrator**– Editor Collaboration Today & Tomorrow

One of the top 100 Unified Communications Influencers 2023 <http://www.analytica.com>

Number one Unified Communications Influencer 2018 <http://www.em360.tech>

"Danto.info"
David@danto.com

Who Am I:

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Weekly News



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Top 50 Industry Thought Leader, Analyst & Consultant

Director of Emerging Technology
Interactive Multimedia & Collaborative Communications Alliance

ANNOUNCING!

TechPerspectives.Info

Welcome to Perspectives Consulting and Analysis, where we offer a unique vantage point in the world of technology analysis and advice. In an industry flooded with opinions and theories, we stand apart by providing insights directly from the trenches - the real-world end-users.

Welcome To Collaboration Week New York

Our Program Schedule Tuesday February 20th 2024

Venue 1  9:00am

Session 1 – Our Bumpy Road To Hybrid



David Danto
IMCCA



Gary Sorrentino
Zoom

Session 2 – Panel: How Are We Hybrid-ing Today



Sharath Abraham
Jabra



Kevin Hyatt
Disney



Eric Jones
Olada

Session 3 – Tours of Cisco's Hybrid Center



@TheIMCCA



Venue 2  1:00pm

Session 4 – Designing Future Ready Spaces – Where To Begin



Mark Peterson
SM&W

Session 5 – Panel: Real World Examples & Case Studies



Dr. S. Ann Earon
TRI



Mitch Hershkowitz
Canon



Ken Scaturro
Yorktel



David Albright
Legrand

Session 6 – The Planar Perspective



Lainie Mataras
Planar



CollaborationWeekNY.org/program

Our Program Schedule Wednesday February 21st 2024

Venue 3  @  9:00am

Session 7 – AI and Collaboration: Understanding, Implementing, Combining Effectively



Kevin Kieller
Enable UC

Session 8 – Panel: Discussion – Improving Business Outcomes with AI



Kevin Kieller
Enable UC



Gary Anselme
Microsoft



Charmaine Torruella
QSC

Session 9 – Crestron's Perspective - Welcome to Artificial Intelligence (AI) in Meeting Spaces



Rich Sasson
Crestron

@TheIMCCA @UCWeek #CWNY24



Venue 4  1:00pm

Session 10 – New And Notable From CES And ISE



Greg Harper
Harpervision

Session 11 – Panel: How To Apply New Technologies In Existing Environments



Dave Fitzgerald
Mayfair



Jordan Owens
Pexip



Manish Parmar
Amicus



Aaron Udler
OfficePr

Session 12 – A Tour Of Gateway Labs And Its Varied Technologies



Dave Fitzgerald
Mayfair

Our Program Schedule Thursday February 22nd 2024

Venue 5  9:00am

Session 13 – The Future Of Collaboration & AV: People and Technology



David Danto
IMCCA



George Chacko
Pace



Rich Miller
Pace

Session 14 – Poly Presents Industry Data



Ted Thompson



Dan Johns

Session 15 – Locknote – Recapping What We've Seen and Heard This Week



Dr. S. Ann Earon
TRI



Barry Grossman
BG Technologies



Kevin Kieller
Enable UC



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Register while there is still capacity:

CollaborationWeekNY.org

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@TheIMCCA @UCWeek #CWNY24

Welcome To Collaboration Week New York



Today's Agenda

9:30 - Session 1: The Bumpy Road To Our Hybrid Future

10:15 - Session 2: Panel Discussion – How Are We Hybrid-ing Today

11:00 - Break

11:15 - Session 3: Hybrid Work At Cisco - Tours of their Penn 1 facilities

12:00 – Free time to explore New York

1:00 – Reconvene at Venue 2, Planar



Welcome To Collaboration Week New York



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Our Sponsors:*

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The Bumpy Road To Our Hybrid Future

What the heck is going on?

*“Remote, Return
or Hybrid? What
is the answer”*

David J Danto

IMCCA Director of Emerging Technology

CWNY Event Chair

David@danto.com

Ddanto@imcca.org

@TheIMCCA @UCWeek #CWNY24



The Reality

There's always been a divide between employees and employers when it comes to looking at how we work.

NOW THE DIVIDE IS AS BIG AS ITS EVER BEEN.



Jon Kung 
@ChefJonKung

...

They tried so hard with putting a name to Quiet Quitting 🤔. The very concept of people setting boundaries and not putting up with wage theft anymore is SO terrifying to the American employer that they had to put a marketing team behind it.



Ned Wolfe  |  
@nedlazaruswolfe · [Follow](#)



what amuses me most about 'quiet quitting' is it is literally just doing your job. It's not quitting. It's showing up, doing your work, going home. No extras.



Roberto Blake   **Creative Entrepreneur** 
@robertoblake · [Follow](#)



We NEED to Normalize Remote Work and recognize it is just as legitimate as working on site.

Busy work and clocking in is frivolous in a 21st century economy.

You don't need to stand over your employees shoulders, they produce results or they don't.



Adam Grant 
@AdamMGrant · Aug 26, 2022

...

"Quiet quitting" isn't laziness. Doing the bare minimum is a common response to bullshit jobs, abusive bosses, and low pay.

When they don't feel cared about, people eventually stop caring.

If you want them to go the extra mile, start with meaningful work, respect, and fair pay.

Quiet quitting isn't just about quitting on a job, it's a step toward quitting on life. – [Arianna Huffington](#)

Quiet quitting, in other words, is not really about quitting. It's more like a philosophy for doing the bare minimum at your job. – [NPR](#)

Not taking your job too seriously has a new name: quiet quitting. – [Wall Street Journal](#)

Working from home is morally wrong. – [Elon Musk](#)

Remote work, on the whole, doesn't work for people who want to hustle...but it's perfectly reasonable for women. – [Jaimie Dimon](#)

In The News

Employers Want To Take-Back The Power

BUSINESS INSIDER

Remote employees are more likely to be laid off than in-office peers — but they quit more, too

Katherine Tangelakis-Lippert Jan 27, 2024, 1:53 AM EST

Share Save



Remote workers are 35% more likely to be laid off than their in-office peers, The Wall Street Journal reported. Archive Photos/Hulton Archive/Getty Images

- Remote workers are 35% more likely to be fired than their peers, The Wall Street Journal reported.
- Analysts told the outlet it's easier to fire someone with whom you don't have a personal connection.

The Washington Post

BUSINESS

Bosses mean it this time: Return to the office or get a new job!

As office occupancy rates stagnate, employers are giving up on perks and turning to threats

By Taylor Tebbard

September 3, 2023 at 7:00 a.m. EDT



(Washington Post Illustration; iStock)

Listen 8 min Share Comment 5,000 Save

After more than two years of trying to coax workers back into offices, bosses are losing their patience.

The days of enticing employees with free food, laundry services and yoga classes are largely over. Now, executives are resorting to threats — and it's forcing some workers to decide whether they're willing to give up the flexibility they've gotten used to.

FORTUNE

The forced return to the office is the definition of insanity

BY GLEB TSIPURSKY

June 26, 2023 at 8:56 AM EDT

Updated September 8, 2023 at 10:05 AM EDT



Amazon employees gather during a walkout protest against recent layoffs, a return-to-office mandate, and the company's environmental impact, outside Amazon headquarters in Seattle on May 31.

In a world where we've seen five consecutive quarters of declining productivity in the U.S. according to a study by EY-Parthenon using data from the Bureau of Labor Statistics, one would think that CEOs and company leaders would question their tactics. After all, over two-thirds of business leaders report they're under immense pressure to squeeze more productivity out of their workers, according to a new Slack survey of 18,000 knowledge workers.

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In The News

Highly Profitable Companies Making Mass Layoffs

Layoffs.fyi - Biggest Layoffs

	Company	# Laid Off	%	Location HQ	Industry	Date
1	Google	12000	6%	SF Bay Area	Consumer	1/20/2023
2	Meta	11000	13%	SF Bay Area	Consumer	11/9/2022
3	Meta	10000		SF Bay Area	Consumer	3/14/2023
4	Microsoft	10000	5%	Seattle	Other	1/18/2023
5	Amazon	10000	3%	Seattle	Retail	11/16/2022
6	Amazon	9000		Seattle	Retail	3/20/2023
7	Ericsson	8500	8%	Stockholm Non-U.S.	Other	2/24/2023
8	SAP	8000	7%	Walldorf Non-U.S.	Other	1/23/2024
9	Flink	8000	40%	Berlin Non-U.S.	Food	4/24/2023
10	Amazon	8000	2%	Seattle	Retail	1/4/2023
11	Salesforce	8000	10%	SF Bay Area	Sales	1/4/2023
12	Dell	6650	5%	Austin	Hardware	2/6/2023
13	Philips	6000	13%	Amsterdam Non-U.S.	Healthcare	1/30/2023
14	Micron	4800	10%	Boise	Hardware	1/1/2023
15	Booking.com	4375	25%	Amsterdam Non-U.S.	Travel	7/30/2020

Sadly this will continue until there is some pain or penalties for firms taking such actions.

Currently there is no downside for them.

The Remote Work / RTO Debate Is Not Settled

Not by far....

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HOME > ECONOMY

A baby boomer who quit his 6-figure job rather than return to the office says managers are threatened by remote work and just want people back so they can see them working

Juliana Kaplan Updated Jul 13, 2023, 1:05 PM EDT

[Bookmark](#) [Facebook](#) [Email](#) [Share](#)

Google employees rally against three-day office mandate, citing disregard for professionalism

2 min read • 09 Jun 2023, 04:56 PM IST

[Livemint](#), Edited By [Govind Choudhary](#)

Google employees are resisting the company's requirement to work in the office for a minimum of three days each week, which is now tied to their performance evaluations. The Alphabet Workers Union expressed concerns over attendance tracking practices.

Forbes

Employee Activism Is On The Rise: Workers Protest Return To Office

Jeanne Meister Contributor ©
I write about Trends Shaping The Future of Work

[Follow](#)



Employee Activism: Workers Protest Return To Office. GETTY

Employee activism is clearly on the rise. Weber Shandwick estimates nearly four in 10 employees (38 percent) report that they have spoken up to support or criticize their employers' actions over a controversial issue that affects society.



NEW YORK

WORTH LESS

Manhattan's office buildings are dangerously empty and crushed by debt, and their owners are in over their heads. By ANDREW RICE

- 1 PENN PLZ: 645,000 SQUARE FEET AVAILABLE
- 2 PENN PLZ: 1.3 MILLION SQUARE FEET AVAILABLE
- HUDSON YARDS: MORE THAN 2.5 MILLION SQUARE FEET AVAILABLE
- 5 TIMES SQ: 70% VACANT
- 220 W 43RD ST: VACANT TOWERS TURNED MIGRANT HOUSING
- 3 MANHATTAN WEST: JUST OPENED! 2 BILLION MORE SQUARE FEET
- 29 W 30TH ST: \$41 BILLION MORTGAGE DEFAULT
- GARMENT DISTRICT: TEENING WITH FORECLOSURES
- 1740 BROADWAY: BLACKSTONE GAVE BACK THE KEYS
- 452 FIFTH AVE: HSBC FLEES FOR LESS SPACE AT HUDSON YARDS

Entrepreneur

Employers: The Burden of Going Back Into The Office Is Not as Bad as You Think — It's Worse.

Leaders falsely perceive employee wellbeing to be already high and believe the burden of going to the office will be not that bad in this broader context. This disconnect between perception and reality is what I call the "Wellbeing Paradox."

BY GLEB TSIPURSKY • JUL 18, 2023

[Share](#)

The Remote Work / RTO Debate Is Not Settled

Not by far....



Brian Elliott • 2nd

Executive advisor, speaker, co-founder of Future Forum an...

1d • Edited •

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With people working from home and office real estate crashing, could there be another banking crisis?

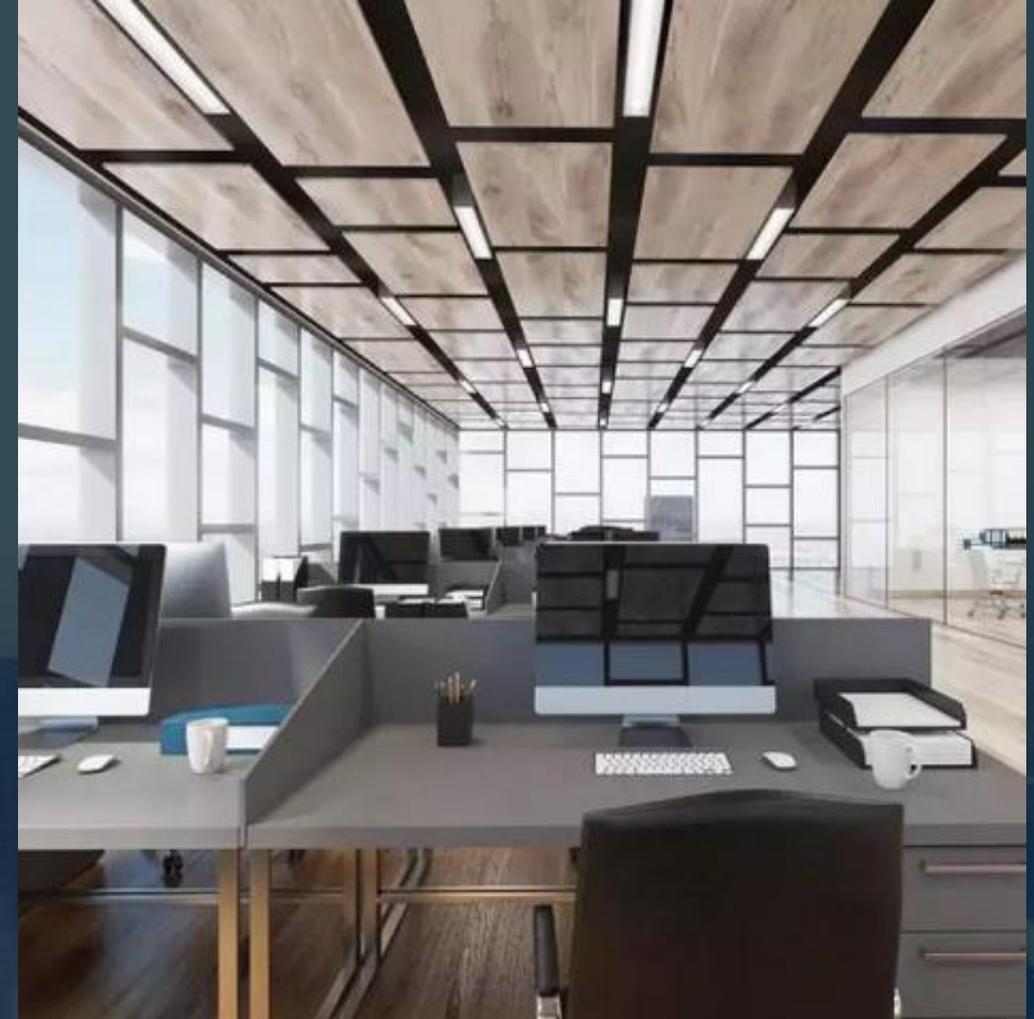
"I don't think that's likely...We looked at the larger banks' balance sheets, and it appears to be a manageable problem. There are some smaller and regional banks that have concentrated exposures in these areas that are challenged."

That's [Federal Reserve Board](#) Chair Jay Powell to on 60 Minutes last Sunday.

Wonder why some Wall Street CEOs and activist investors are pushing Return-to-Office and full-on 5 day a week programs?

It's the performance of their portfolio, not the performance of the firms they're advising.

[#ReturnToOffice](#) [#commercialrealestate](#) [#futureofwork](#)



The jungle of assumptions about Hybrid Working needs to be reset.

The future of work is flexible.
AND not OR

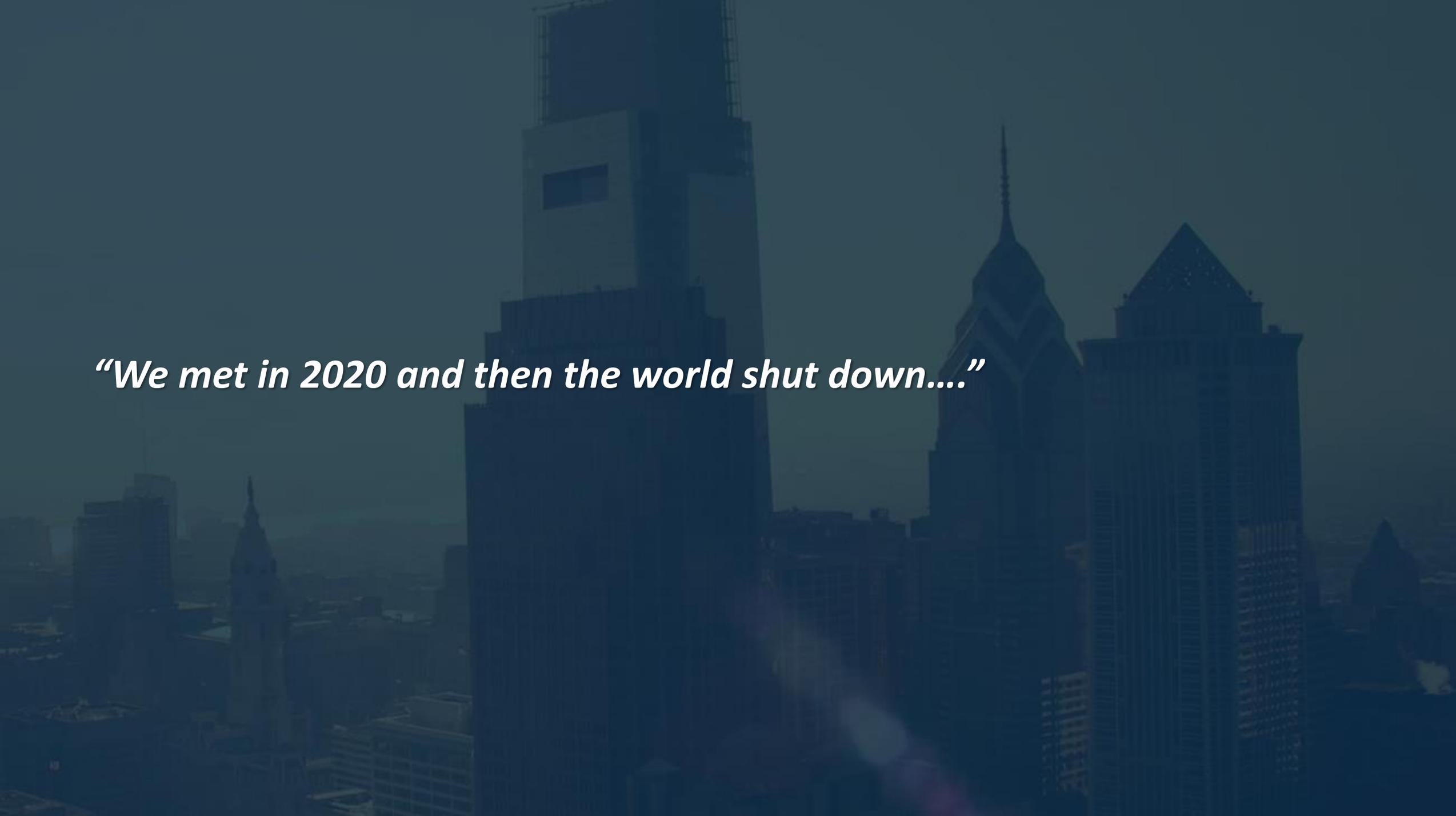
In office *and* remote
In-person *and* over video
Equitable experiences at home *and* in the
conference room

One Size Does Not Actually Fit All

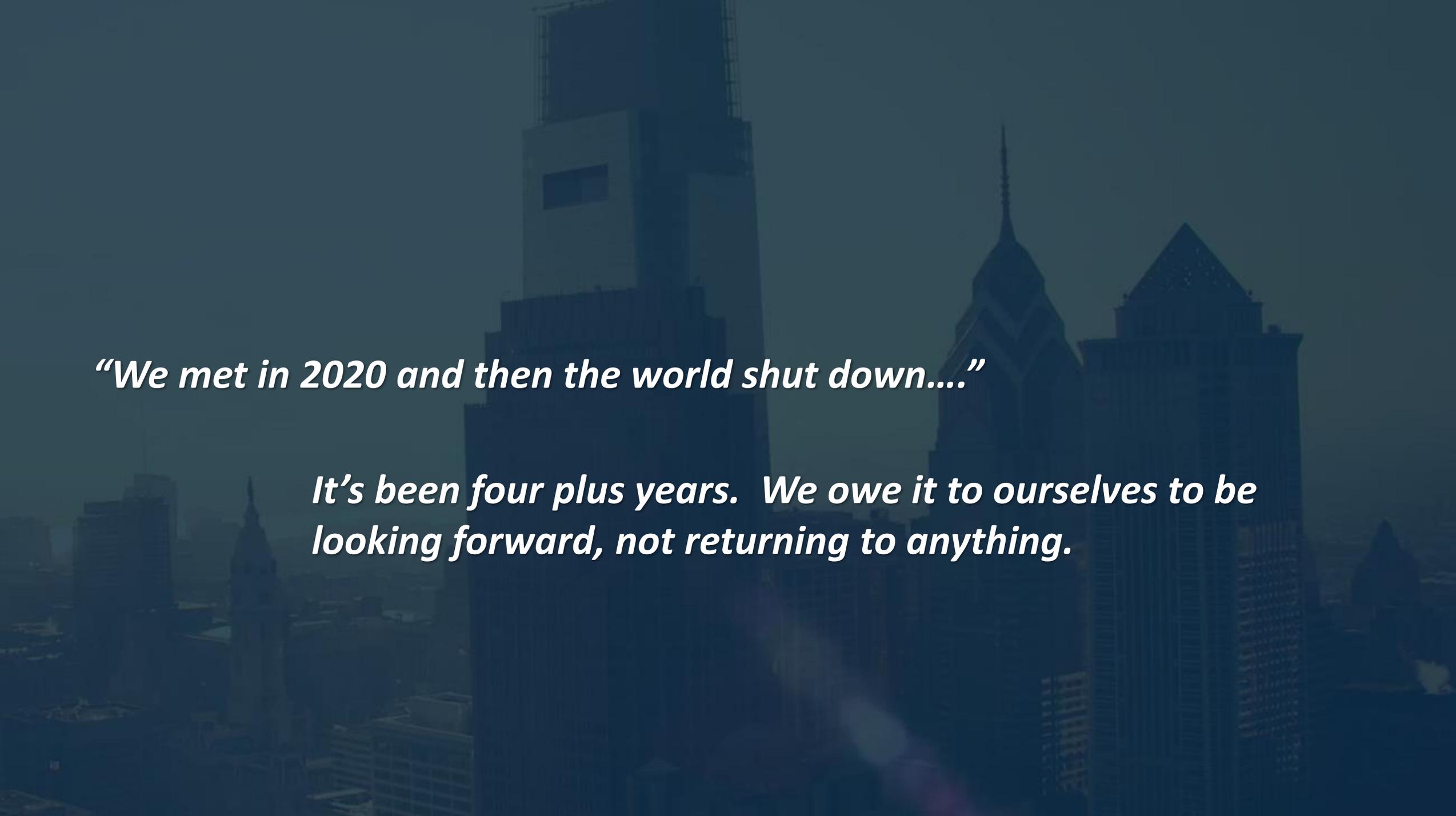
There will likely continue to be both pros and cons of a “Return to Office” movement and it is likely to continue as one of the most highly contested topics in the foreseeable future.

There is simply no “one size fits all.” However, we can each take steps to best make both our “in person” and “remote” times as effective as possible by better utilizing many of the collaboration tools that are now available as well as those that will emerge in the coming months and years.





“We met in 2020 and then the world shut down....”



“We met in 2020 and then the world shut down....”

It’s been four plus years. We owe it to ourselves to be looking forward, not returning to anything.

“We met in 2020 and then the world shut down....”

It’s been four plus years. We owe it to ourselves to be looking forward, not returning to anything.

The Future Is Now

Joining Me To Add Perspective

Gary Sorrentino
Global CIO

The Zoom logo is displayed in a white rectangular box. It consists of the word "zoom" in a bold, blue, lowercase sans-serif font.

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We've Changed

The employees that are coming back
are not the same employees that we
sent home four years ago

@TheIMCCA @UCWeek #CWNY24



We've Changed

The workplace contains multiple generations of employees, but they **all describe wanting the same things**

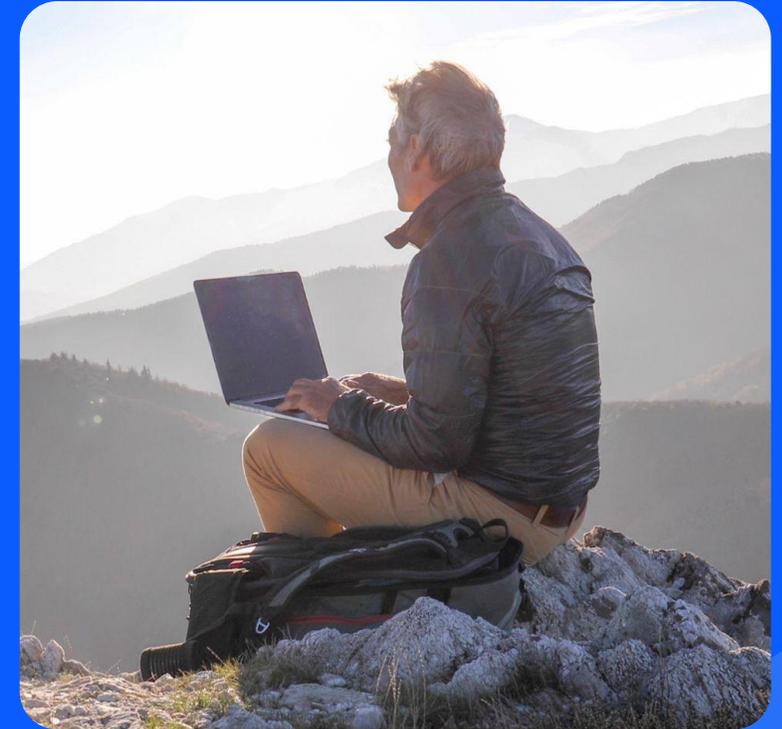
Knowledge workers have decided...



HOW



WHEN



WHERE

The Challenges

Hybrid Work Models

Employee Well Being

Tech & Infrastructure

Managing Expectations

Employee Engagement

Leadership

Change Management

Reimagining the Workplace

Legal & Compliance



We've Changed

Are you ready to support a
“No Collar Worker”

zoom

@TheIMCCA @UCWeek #CWNY24





Focus on Employees

Communicate expectations

Utilize Technology Effectively

Maintain lines of communication

Foster sense of community

Be flexible

Set clear boundaries

Maintain lines of communication

Provide equipment and resources

Provide training and support

Foster culture of inclusion

We've Changed

As we enter 2024,
we are going to have **new challenges**

zoom

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Managing Multiple Mindsets

Understanding Generational Differences

Promoting Inclusivity

Supporting Collaboration

Mentoring & Reverse Mentoring

Flexibility in Leadership & Mgmt

Embracing Technology

Continuous Learning & Development

Encourage Cross Generational Teamwork

Innovation



The Eight-Hundred Pound Gorilla In The Room

2024 is clearly the age of AI

The Eight-Hundred Pound Gorilla In The Room

What will matter most in the age of AI?

The Eight-Hundred Pound Gorilla In The Room

Humans

zoom

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The Age of AI

Presents both opportunities and challenges.

While AI can automate routine tasks and enhance productivity, it cannot replicate the unique qualities that define human beings.

Creativity

Critical Thinking

Emotional Intelligence

2024 CEO Challenges and Impact

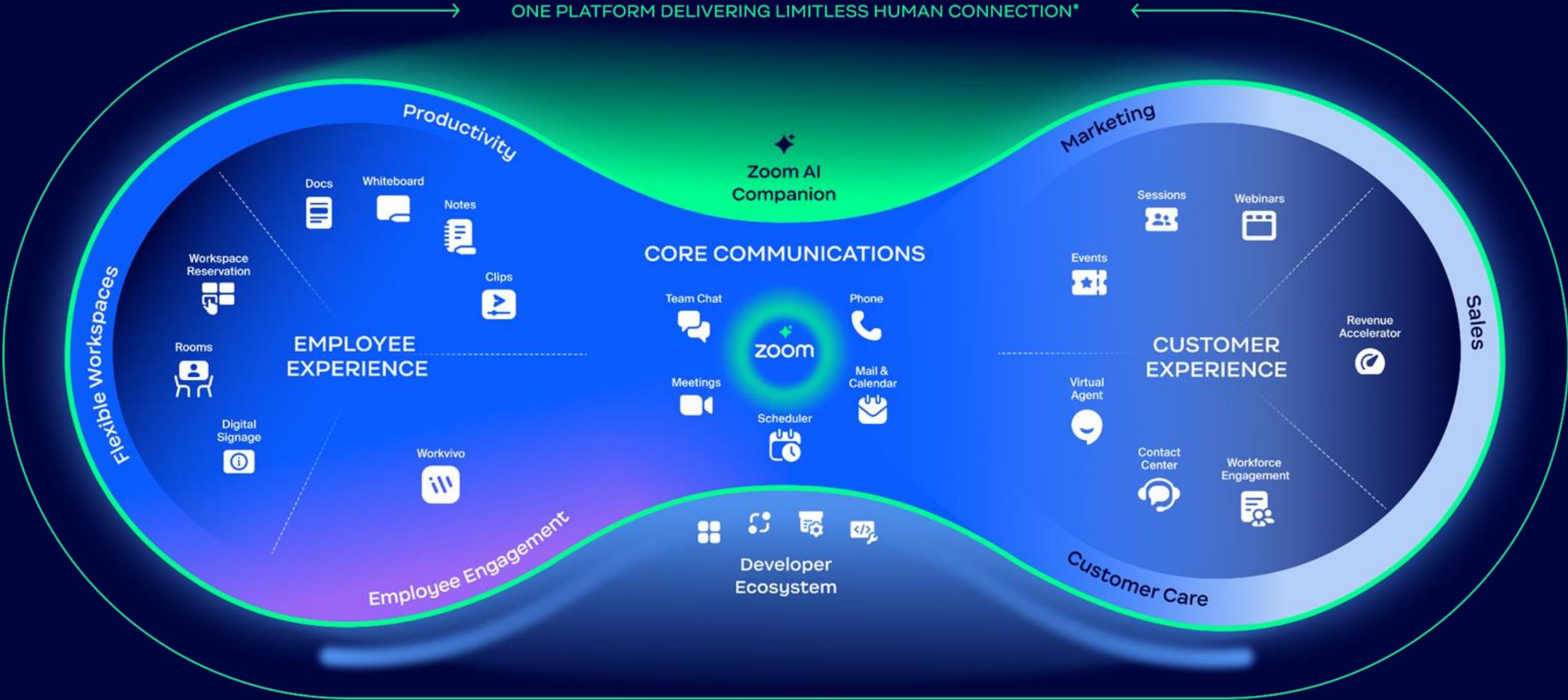
Challenges

- Ongoing economic uncertainty due to global events, geopolitical tensions, and market fluctuations
- Rapid advancements in technology can disrupt industries and business models - need to stay ahead of the curve
- Attract, retain and develop skilled employees
- Maintaining team collaboration, communication and employee engagement with the shift to remote work

Impact

- Decision-making becomes more complex, and strategic planning requires agility.
- CEOs must invest in innovation, adapt to emerging technologies, and address cybersecurity concerns..
- CEOs need to focus on creating a positive workplace culture, offering competitive benefits, and fostering continuous learning..
- CEOs must develop effective remote work strategies, invest in technology, and prioritize employee well-being.

ONE PLATFORM DELIVERING LIMITLESS HUMAN CONNECTION*



*this diagram does not include all of Zoom's products and features



The Bumpy Road To Our Hybrid Future

What the heck is going on?

Questions?

David J Danto

IMCCA Director of Emerging Technology

CWNY Event Chair

David@danto.com

Ddanto@imcca.org

@TheIMCCA @UCWeek #CWNY24



Our Panelists Today



Sharath Abraham
Jabra



Kevin Hyatt
Disney



Eric Jones
Oiada

- What are you seeing at your and other organizations? WFH, RTO or Hybrid
- Will we still be discussing this four years from now?
- What do you think will be dominant in the future?
- Any questions from the audience?

Let's Give Away A Camera!



**Win Prizes – One VDO360
1SEE Camera Raffle At Each
Collaboration Week Session**

Powerful 1080p Hd Camera

The 1SEE is a versatile, compact 1080p HD web camera that easily mounts your monitor, laptop, or tripod. Made for professionals on-the-go or working from home, it's also a great distance learning camera for all age groups.



***“Carol, who is our winner for this venue?”
Thank You VDO360.com***

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Welcome To Collaboration Week New York



Thank You To Cisco For Hosting Us!

*After a break there will be tours ONLY
for end-users and partners. Cisco
competitors please depart now.*





Welcome To Collaboration Week New York

10 Minute Break



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