

Welcome To Collaboration Week New York



Collaboration Week

New York
2025

A black silhouette of the New York City skyline, featuring the Statue of Liberty on the left, the Manhattan Bridge, and several skyscrapers, set against a white background with a fine dot pattern.



Welcome To Collaboration Week New York



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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
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How Millennials and Gen Z Collaborate.

It isn't your father's videoconferencing



Dr. S. Ann Earon

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#TheIMCCA #UCWeek #CWNY25

A promotional graphic for 'Collaboration Week New York 2025'. It features the IMCCA logo on the left. The text 'Collaboration Week' is in a white, cursive font on a blue background. Below it, 'New York' is in a blue, cursive font, and '2025' is in a bold, red, sans-serif font. On the right, there is a silhouette of the New York City skyline, including the Statue of Liberty and the Brooklyn Bridge.

Meet your Speakers...



Dr. S. Ann Earon



Sally Meli

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The Evolving Workforce in 2025...

Collectively, Millennials and Gen Z
comprise 54% of the workforce

70% of Gen Z professionals say
that authenticity and purpose-
driven messaging are key to their
trust in a brand

65% of Millennials and Gen Z
actively engage with short-form
video content, underlining the
need for agile, bite-sized
communication

Framing the Collaboration Challenge

Traditional collaboration methods—like hour-long webinars, bulky emails, and lengthy town halls—assume patience that simply doesn't exist with today's digital natives. Our task is to meet our audience where they are, using communication that's fast, authentic, and engaging.

What messaging hooks you?

We're excited to announce [new feature]...

Introducing [new feature]. Now you can do...

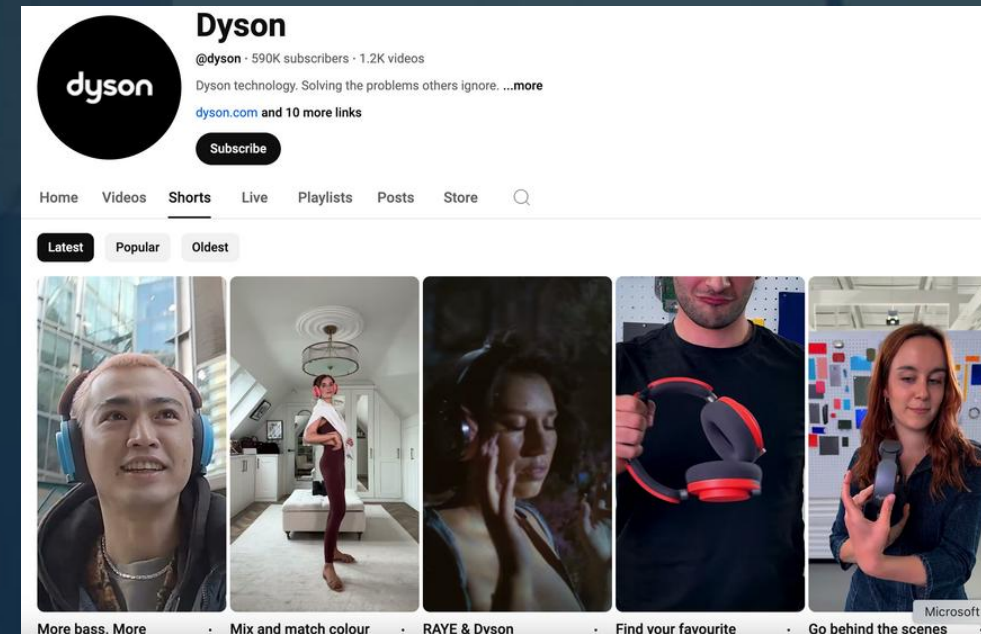
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Modern Collaboration Essentials

- Repurpose long content into 5–7 minute micro-videos
- Focus on your why + remind people of the problem you're solving
- Transform emails into concise, bullet-point updates
- Utilize platforms such as Slack, REACH, and social media for instant updates and effective collaboration
- Prioritize authenticity with real employee stories and user generated content (UGC)

Real-World Best Practice Examples



Actionable Takeaways

Audit & Segment
Shorten & Enhance
Social-First Approach

Agile Communication
Authenticity
People-First

Q&A

Let's discuss...

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Our Panel Today



Dr. S. Ann Earon
Moderator



Sally Meli



Danny Matthew



Emma Hadacek

- *What prompted you to select this industry / career?*
- *Have you faced any challenges that simply don't make sense to you?*
- *What would you say to others trying to start in AV/Collab/Tech?*
- *What advice would you give to your younger self?*