



CONFERENCE ROOM DESIGN & SETUP CHECKLIST

YOUR GUIDE TO CREATING AN EFFECTIVE SPACE

When you schedule a meeting, you focus on the details: content, agenda, attendees and results. But have you considered the room where it happens? The layout can make or break a meeting. A well-designed space is efficient and enjoyable for everyone present, providing ease of use for the host and smooth connections for those joining remotely. It sounds simple, but a poorly designed space can leave everyone frustrated and unproductive.

What should you consider creating a great space? Do your meetings typically involve a single presenter or will offsite guests be joining your meeting remotely? Is your organization large or small? Global or local? How will the seating be arranged? Does your technology integrate seamlessly with the room's design?

Let's walk through the basics of conference room design and setup so that you can optimize your space to provide the best meeting possible.



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EVERYTHING BEGINS WITH SPACE — AND THE RIGHT PARTNER

Perhaps the most important question is this: Are you starting from scratch with new construction, or are you renovating or remodeling an existing space to suit your evolving conference room needs? Once that's established, you can consider the physical space —how you plan to use it and how to set it up.

To maximize the potential of every meeting, your space should be tailored to create an immersive experience — and that means finding a reputable technology solutions company. This should be a partner that continually invests in industry-leading people and cutting-edge design equipment. Here at DGI, we stay up to date on conference room design trends for every project

scope, from small huddle room to boardrooms and auditoriums and pride ourselves on being at the forefront of conference room design and audio visual services.

With a vast range of expertise spanning various industries, we can assist at the start of a new project or update existing spaces. Our process begins with a needs analysis to establish a clear understanding of your culture and overall project goals. Next, our design and technology teams will perform a site survey to identify any acoustic or visual challenges. The teams will also assess infrastructure requirements and any key aesthetic factors in the space such as the type of lighting, windows and floor layout.

WHAT'S YOUR IDEAL CONFERENCE ROOM LAYOUT?

Ask yourself the following five questions, and once you have the answers, read on for a helpful breakdown of common conference room styles:

What size are your typical meetings?

Certain conference room layouts are better suited for different-sized groups. For example, classroom and auditorium styles are optimal for larger groups, whereas boardroom and hollow squares are appropriate for 20-30 people.

Is group interaction essential to your meetings?

Not every layout works well for group interaction. Banquet-style seating, in particular, is ideal for group discussions, especially if attendees need to move between tables.

Will there be a presenter, facilitator or moderator?

If someone is leading your meeting, workshop, discussion or presentation, you want to ensure that all attendees can see and hear the leader and their presentation.

Does the meeting need LED video wall or video conferencing capabilities?

If so, you'll want to consider a conference room layout that enables everyone to see a single focal point easily, such as U-shape or classroom style, and that your layout accommodates the appropriate technology, wiring and sound management.

Do you and your attendees and presenters need power supplies or other docks?

It's important to think about docking stations and power supplies when designing your layout.

THE MOST COMMON CONFERENCE ROOM SETUP STYLES

Boardroom Style

This classic setup is ideal for up to 30 people (or more) depending on the size of the room.

U-Shape

This popular setup works well for presentations, demonstrations and video conferencing where the focus is at one end of the room.

Classroom

All attendees face the front of the room, so this conference room setup idea is perfect for lectures or presentations. This is not an ideal setup for group work.

Hollow Square

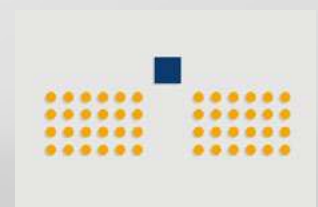
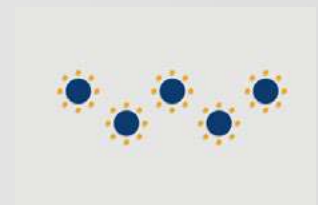
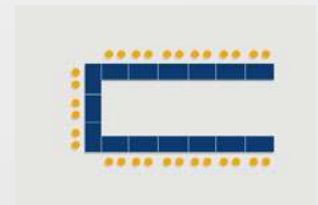
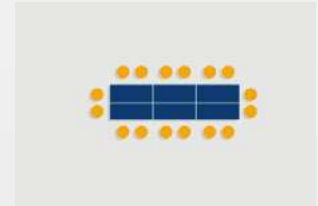
This setup is a good choice for easy and efficient group communication. It also gives a moderator or facilitator the option of working from the center of the space.

Banquet

Banquet-style seating is ideal for, not surprisingly, occasions or meetings that involve meals or small-group breakout discussions involving a maximum of 8 or 10 people.

Auditorium

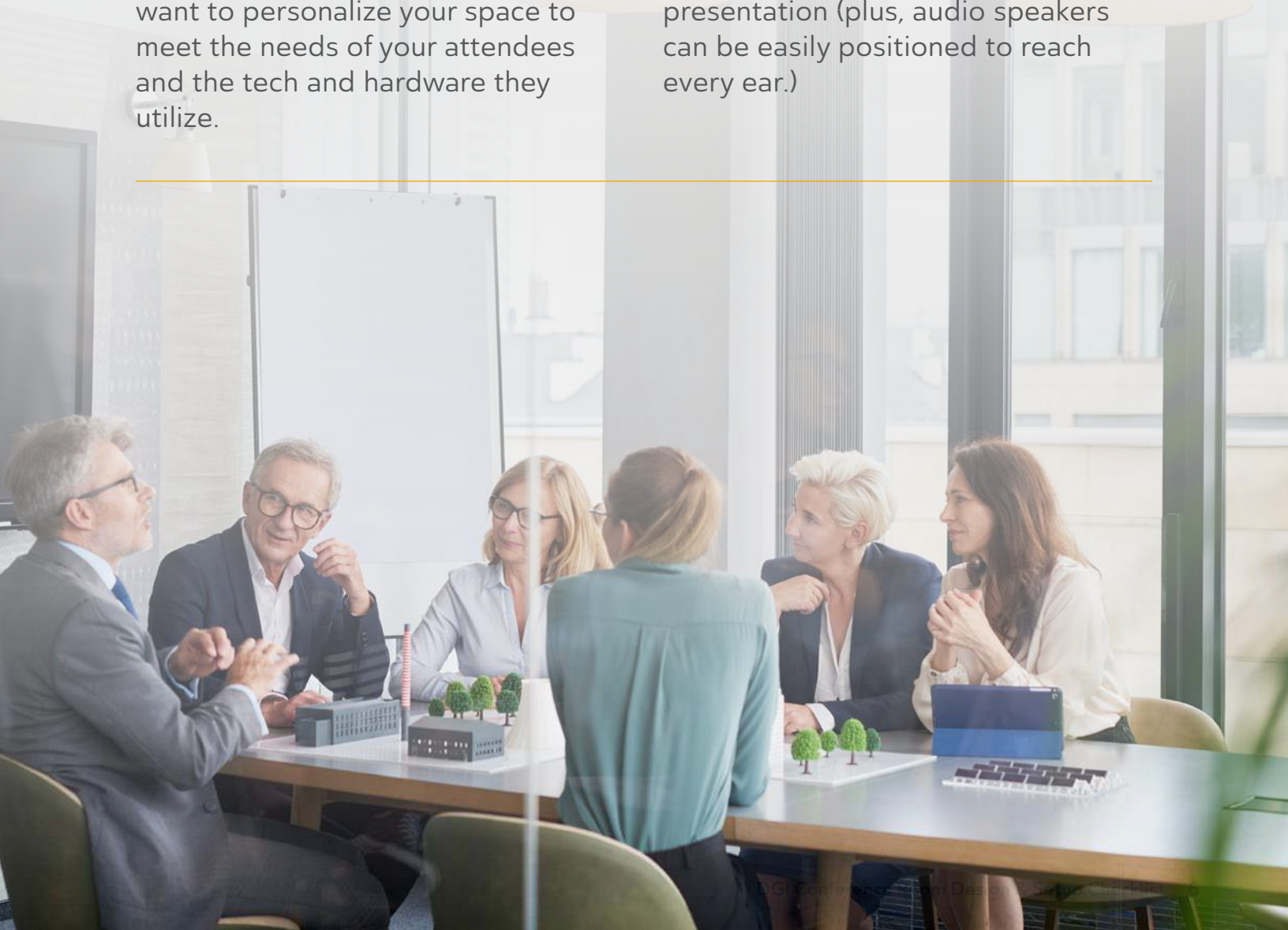
This layout, also known as “theater style,” is similar to a classroom-style setup but is often aimed at larger groups. Do you often host an “all hands” meeting or a town hall? Do you need extra space for your team to spread out? This design will help get as many people as possible into one space.



HOW CONFERENCE ROOM EQUIPMENT & TECHNOLOGY CAN INFLUENCE YOUR SETUP

Conference room equipment is essential to the success and productivity of your meetings, but have you considered how it influences your setup? To maximize the potential of every meeting, you'll want to personalize your space to meet the needs of your attendees and the tech and hardware they utilize.

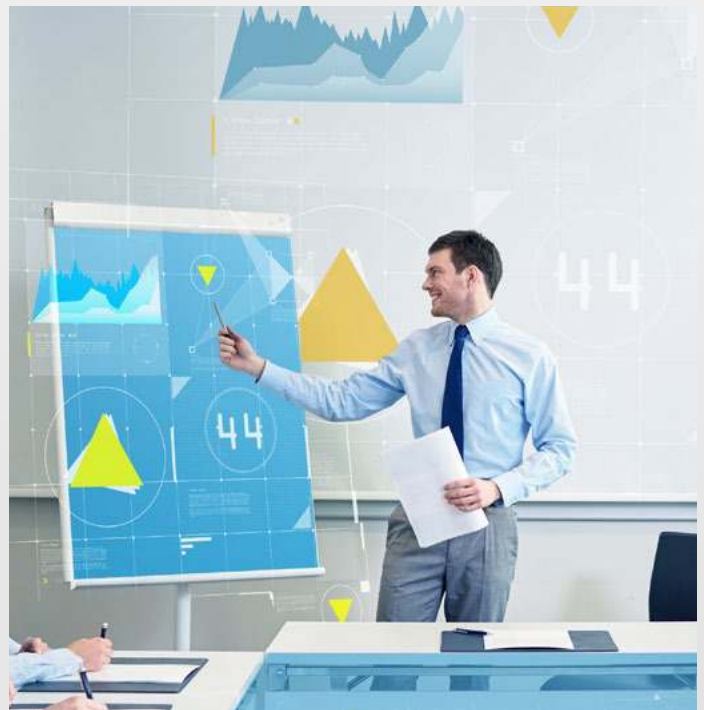
For example, if your meeting requires audio visual services such as video conferencing and interactive whiteboards, you might consider a classroom or U-shape layout, which offers everyone a great view of the presentation (plus, audio speakers can be easily positioned to reach every ear.)



INTERACTIVE WHITEBOARDS, LED WALLS & SOUND MANAGEMENT

Interactive whiteboard displays are a multi-dimensional communication platform that enhance workflows, promote collaboration and support effortless content sharing. Combined with your video conferencing platform, interactive whiteboards can help you deliver dynamic presentations and improve real-time employee communication and cooperation across devices, offices and time zones.

LED walls and large-format displays allow for high resolution visual media in your conference space. Creatively used, they can also provide infotainment, wayfinding and branding/organizational messaging.



Even if your conference room space, tech and hardware are flawless, bad acoustics can negatively affect the experience. Our team electronically graphs and quantifies the acoustic properties of an area and assigns the correct paneling types and layouts for maximum sound management. Acoustic art panels can be custom designed, branded and installed for any size room at any budget to absorb noise and improve the sound quality of any space.

DGI can work directly with an architect before or after a room is built to determine the best interactive display, LED wall or acoustic paneling options for an individual space.

DIGITAL SIGNAGE: ENGAGE MEETING ATTENDEES & REINFORCE COMPANY CULTURE

In conference rooms and meeting areas, digital signage display technologies such as LED walls, projection and LCD monitors are versatile tools that can be used as a dynamic way to conduct virtual meetings and share content. You can also supplement meeting displays with additional information or large-format branding and messaging using single or multiple panels.

Incorporating modern digital signage into your conference spaces can help you can better connect with your employees and guests. DGI is happy to help with digital signage services from concept to installation, including training and support.

Your conference room's digital signage can function during the meeting as a large-format display, or display other information, such as live organization metrics, social media feeds, media content, teams announcements or support documents for the meeting. And when the conference space isn't in use, seamlessly blend that digital signage into your workplace's larger environmental design.

ENVIRONMENTAL DESIGN: BRANDED MATERIALS & BEYOND

Incorporating environmental graphic design — sometimes known as experiential graphic design — means more than just branding your conference space. Combining disciplines such as interior, architectural and industrial design, environmental graphic design works in synthesis to affect how people navigate, interact and feel when they are in a space. Everything from the wall colors to the sound shoes make when walking on the floor can impact the environment and affect the human experience.

An Experience Index report from Gensler Research Institute study surveyed more than 4,000 people across the U.S. and found the following:

People who said that the spaces they visited were “extremely well designed” **rated their experience nearly 2x higher** than those who said the space was “poorly designed.”

Respondents whose workplaces have the latest technology **reported a “great experience” 3.7x more often** than those whose workplaces do not have the latest technology.



WHAT MAKES GREAT ENVIRONMENTAL GRAPHIC DESIGN & HOW DOES IT AFFECT MY CONFERENCE SPACE?

Intention for visiting a particular space frames the experience. Below are the three most important different experience modes, as defined by Gensler, when considering environmental graphic design for your meeting space:

Task: This intention is when a person has a goal they need to accomplish in a particular space, such as conducting a meeting. People are typically very focused and not open to distractions.

Social: The goal of the experience is to engage with others and establish a sense of community. Dining in a restaurant or hanging out at a bar are great examples.

Aspiration: People taking a class at a school or in a gym are looking to learn something new, grow or connect to a greater purpose.

Once the experience is determined, the following factors are considered to have the most significant impact on experience:

Beauty: People's first impression of their environment will affect how they perceive the products/services offered. Quality designs that avoid excessive opulence can help create a beautiful space.

Novelty: The "wow" factor is a great way to engage people with your space. Unique areas that have familiar functional aspects are more likely to be remembered and recommended to friends and family.

Authenticity: Places that honor and share their history while communicating their brand and mission through design aspects are perceived to be trustworthy and genuine.

Clarity: People need to understand their surroundings in order to feel comfortable. Clearly designed spaces will be designed to cater to people's intuitions.

Inspiration: Workplaces should inspire people to succeed, whether it's the employees or visitors. Designs that broaden perspectives and showcase new ideas are often the most inspiring.

Welcoming: People want to feel like they belong to a community. Spaces that are designed to feel inviting to a diverse range of people are consistently rated as providing great experiences.

EXAMPLES OF ENVIRONMENTAL GRAPHIC DESIGN IN MEETING & CONFERENCE SPACES

Digital signage and custom branded sound management are only the beginning. DGI's print and media expertise means opportunities to expand the impact of your organization's message in your meeting and conference room.

Branded Environments

Communicate your organization's identity and create a sense of place for clients, employees and visitors using custom signage, such as corporate timelines or 3D material to create dimensional logos that bring your name and brand to life.

Glass & Wall Graphics

Custom glass and window graphics can brand a space while also providing a level of privacy, and the customization options are endless. You can simulate the effect of etched glass, control the amount of light in your conference room or even add your logo. Other design options include static clings and removable adhesive vinyl, frosted glass and decorative films.

Environmental Graphic Design Tips: The 3 Cs

Your space's intended use is going to be the biggest factor in the actual design of your environment. However, the three Cs below can be applied to a variety of areas:

Color: The shades that surround us can have a significant effect on our mood.

Creativity: Show off your uniqueness and promote creative thinking.

Collaboration: Create a balanced space by using environmental graphic design to promote productivity and engagement.

This is really just the tip of the iceberg when it comes to an environmental graphic design strategy for your meeting space. More than anything, the human experience should be the driving force behind your design.

HOW CAN DGI HELP?

You've answered the questions and considered the information and options. You're got a vision for a successful conference room, but now what? Are you looking for some help? The team at DGI can help you navigate the process!

From Concept to Completion

As a premier large format digital printer and a leading provider of audio and visual communication products and services, we'll work closely with you to design custom-built solutions that brilliantly communicate your message and brand — both to your customers and your team. Our services can take you from consultation to installation.

Modus VR Design Services

Utilizing an advanced virtual reality (VR) headset and cutting-edge software, Modus VR transports you into your new space. Before your session, DGI will work with your architect and designers to load the specifications, layout and potential equipment for your future space so you can see the instant impact of your choices and discuss alternatives in minutes — instead of hours or days down the line. You can save time and money by having all the

right equipment and experts on your project from the start.

Once “inside” your conference room redesign, you'll be able move around the room to explore the viewing angles. You'll experience the reach and coverage of speakers and microphones at every chair. DGI's VR services also allow you to run AV-specific tests, such as site line viewing and projector elevator. The virtual tape measure feature allows you to check distance and size instantly. Upfront work with DGI VR ensures you'll have an efficient and effective buildout with minimal costly modifications.

Bring Your Vision to Reality with DGI

DGI's experts offer all of the audio visual and print design, integration and soundproofing experience with a range of clients across all industries. We have everything you need to bring an incredible conference room from vision to reality. From our knowledgeable sales team to our expert engineers, there's a DGI team member ready to help you. Contact us with any questions or to receive a consultation. We'll help you create a conference space your team will love.

[CONTACT US](#)