

↳ Density

HOW TO
BUST
GHOST
MEETINGS

A GUIDE TO RECLAIMING
YOUR WORKSPACE

We've all had that experience. Just as you're gearing up for a meeting, you hit a snag: no rooms available. Even though all the meeting rooms are booked, many appear unoccupied. You wander around looking for a space, wondering which rooms you can use. You've just had an encounter with ghost meetings.

NEVER FEAR – HERE'S WHAT YOU NEED TO KNOW TO GET RID OF GHOST MEETINGS FOR GOOD:

What are ghost meetings?

Ghost meetings are just as spooky as they sound. A ghost meeting is where a conference room is booked, but no one attends. They're a big problem - Density analysis showed that more than one in four booked meetings are ghost meetings, which means:

REAL EMPLOYEES MISS OUT ON REAL SPACES.

YOUR TEAM WASTES TIME HUNTING FOR MEETING SPACE.

YOUR WORKSPACE ISN'T USED TO ITS FULL CAPACITY.

How can you measure ghost meetings?

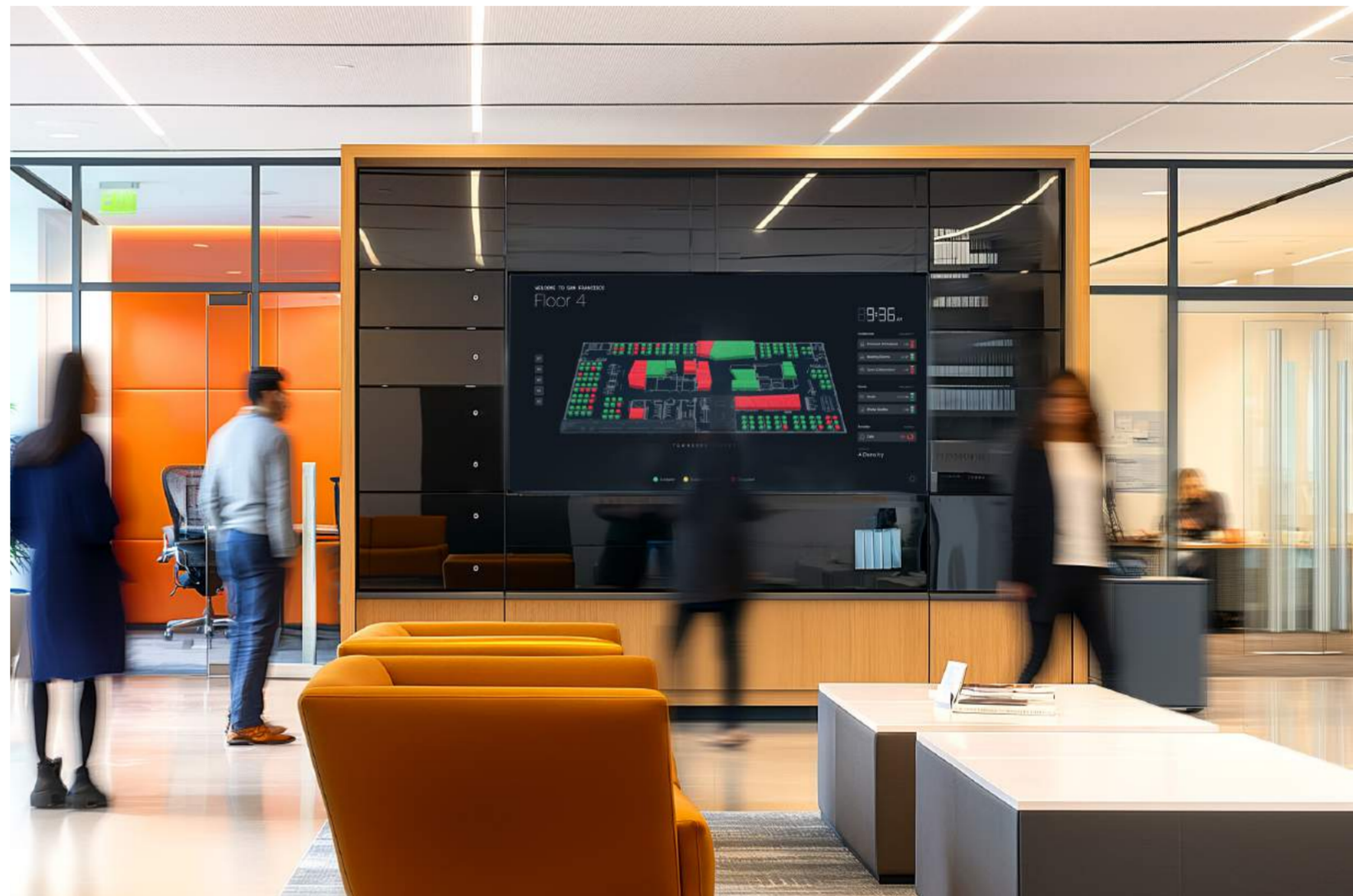
It can be challenging to identify a ghosting trend. It's not realistic or scalable to physically monitor every room marked as booked in your booking system. And few companies make employees badge into meeting spaces, rendering badge swipes irrelevant.

That's why companies use Density to identify trends like ghost meetings. Density is an anonymous, radar-based people sensing system used to measure and improve real estate and workplace efficiency. When we measure a building, we get precise information on how desks, meeting rooms, phone booths, and floors are used.



How does Density bust ghost meetings?

Density Live lets you see which spaces are available at any time, with refreshes in under a second



LIVE ENABLES A MORE EFFICIENT AND PRODUCTIVE WORKSPACE IN SEVERAL WAYS:

Never wander, never wonder: Employees can easily see what spaces are open at any time as they plan their workday, whether they need to grab an open room for spontaneous brainstorming, find a quiet spot to take a call, or know when the cafe has open tables.

Keep spaces stocked and clean: Your day porters and janitorial staff will know when a meeting room or other space is available to clean or restock. That way they can keep spaces stocked and in good working order without disturbing employees.

Goodbye ghost meetings: Regain up to 28% of meeting room efficiency by getting rid of ghost meetings for good. With integrations into your room booking system, you can show employees when meeting rooms are booked but empty, and let them book directly through the Density Live app.



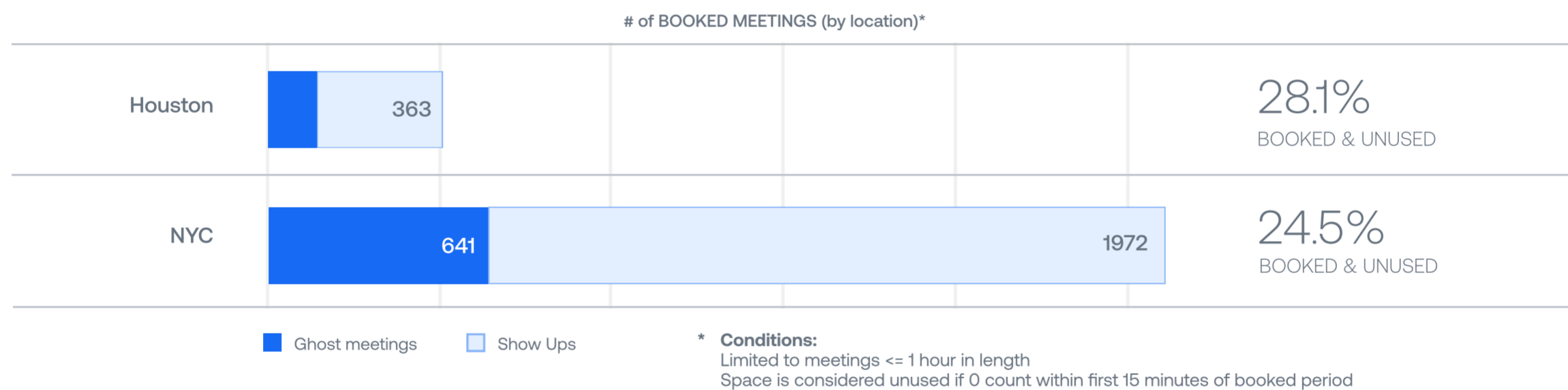
What a Fortune 500 company uncovered about ghost meetings

A Fortune 500 company came to Density to solve one of its biggest workplace challenges: the misuse of meeting room spaces.

The Density Labs Team studied two of the companies' workspaces, NYC and Houston, to compare meeting room bookings versus actual use for January-April 2023. **Here's what we found:**

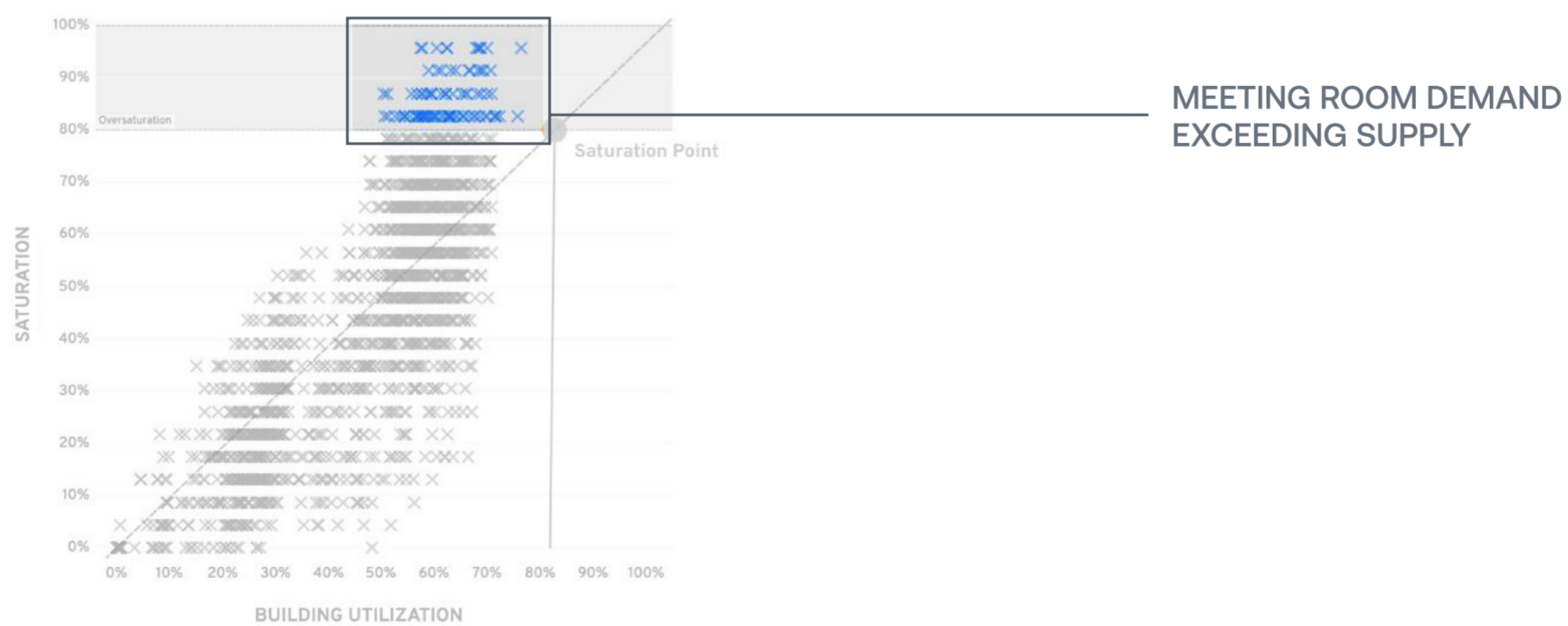
There were 783 ghost meetings in 3 months.

Houston had 641 ghost meetings (24.5% of reservations). NYC had 142 (28.1% of reservations).



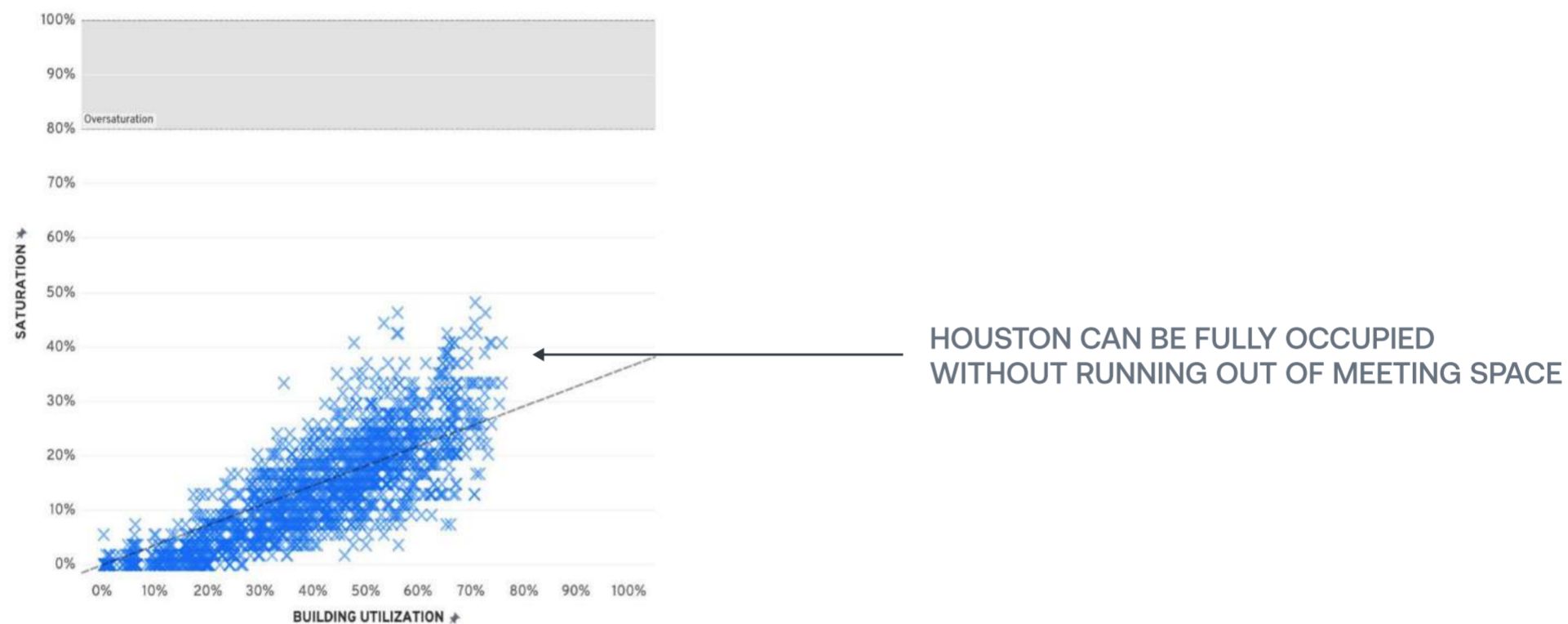
Meeting room demand exceeded supply in NYC when building attendance surpassed 51%.

NYC ran out of meeting space faster than Density benchmarks.



Employees in Houston have a surplus of meeting rooms.

Employees booked 81% fewer meeting rooms than their peers at NYC and preferred using desks. Meeting sizes in Houston rarely exceeded 3 people.



6-16 person meeting rooms are used by fewer than 3 people on average

Large meeting rooms are mostly used for meetings with far fewer people than the room capacity. For example, 6-person meeting rooms are used by 1-2 people >70% of the time. This may indicate a surplus of large meeting rooms.



6-16 PERSON MEETING ROOMS ARE USED BY < 3 PEOPLE (AVG)



Action plan

To give employees the space they need to work, Density recommends the following changes:

Increase the availability of meeting rooms by 24-28% by **eliminating ghost meetings with automated room release.**

Add phone booths in NYC to relieve pressure on large meeting spaces.

Make space allocation and design more efficient by **correlating desk utilization data with floor- and space-level data.**

Reduce wasted time & address drop-in meetings by **giving employees access to real-time space availability.**

Conclusion

As workplaces fill up in the return to office, the pressure on meeting rooms will only continue to increase. Density Live offers real-time solutions to reclaim wasted space, boost productivity, and foster collaboration.

Bid farewell to ghost meetings and embrace a workplace where every space is used to its full potential, and every employee finds the room they need to excel. Get ready for a more efficient and productive workspace.

About Density

Density helps companies understand how people use their spaces. From Fortune 500s to high-growth innovators, companies use our insights to make smarter real estate decisions, unlock a better experience for their employees and increase ROI on every square foot.

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