

# THE BUSINESS OF NEW JERSEY



## How I hold a meeting

**KEITH MADDOX:** President and co-founder of Short Hills-based Infinite Conferencing

**WHAT I DO:** Run a national provider of phone and Web conferencing services

"Whenever possible, schedule the meeting well in advance to make sure all participants can be there. Without overdoing it, the more reminders about the meeting, the better. At minimum, send an e-mail the day before to ensure everyone is present and on time. Have an agenda and review it in the beginning of the meeting to set expectations about discussion content and time frame. And, guide the conversation to align with the meeting's agenda so that you accomplish what you planned."