

**You've mastered the project.  
Now master the **meetings** that drive it.**

**Add best-in-class meeting functionality to Basecamp**



# Better **meetings** make better projects

**Lucid Meetings is the only meeting tool fully integrated with Basecamp.**

That means your meeting notes, outcomes, agreements, and action items are instantly captured, recorded, and referenceable within the Basecamp environment. Individuals in your Basecamp project automatically become potential meeting invitees, and action items become Basecamp To-Dos.



## 1) Add an Action Item in Lucid.



- Tricia to report to the client that copy is still under review.  
Meeting: Design Planning Discussion

## 2) Publish to Basecamp - now it's a To-Do. Edit as needed.

[Todo list for meeting: Design Planning Discussion](#)



Basecamp

- Tricia to report to the client that copy is still under review.

Tricia Cooper · Tue, May 6

[Todo list for meeting: Design Planning Discussion](#)

- Tricia to **ask the client if they have copy feedback.**

Tricia Cooper · Tue, May 6

[Save changes](#) or [Cancel](#)

## 3) Voilà! Any changes appear in Lucid for your next meeting.



- Tricia to ask the client if they have copy feedback.  
Meeting: Design Planning Discussion

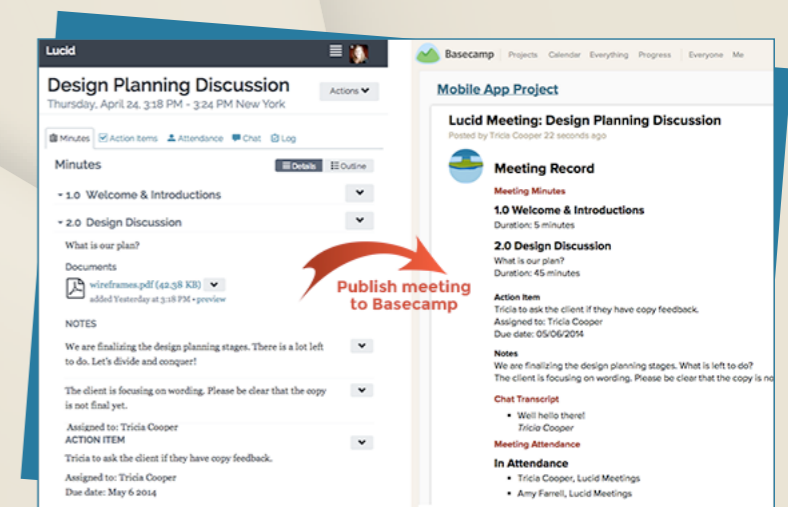
Your meeting outcomes can now be integrated and tracked within Basecamp as the critical project components that they are.

# Improve Your Basecamp experience with **Lucid Meetings**

Like Basecamp, Lucid Meetings eliminates software downloads and associated technical difficulties for meeting participants. It's also the only meeting tool that combines all the tools you need in one place—guiding you to **more productive, accountable meetings from prep to follow-up.**



To your excellent project management tools you'll **integrate best-in-class meeting functionality**



- Remote capabilities
- Agenda preparation
- Document sharing
- Online note-taking
- Action item assignment
- Follow-up distribution



# Consistently prepare clear meeting agendas

A detailed agenda distributed in advance is the first step to a successful meeting. Lucid not only provides a default agenda that can be edited, but also customizable templates that prompt you for the meeting objective, topics to be covered, and time limits for each topic. You'll keep meetings on track and on time.

Agenda best practices positively impact perceived meeting effectiveness, and help you consistently project and attain efficiency and professionalism.



Professionals lose



hours per month to **unproductive meetings.**

Dave Johnson, CBS Moneywatch,  
How much do useless meetings cost?



# Integrate meeting notes and outcomes into the project record

With Lucid Meetings, not only are your meeting documents instantly available to all meeting participants directly in your web browser, your meeting notes and outcomes become part of your project record.

You don't have to cut, paste or email meeting notes, action items, or decisions anymore. They are synced to Basecamp effortlessly. It's an invaluable addition to Basecamp project management—and to the value of your project meetings.



Office workers spend an average of



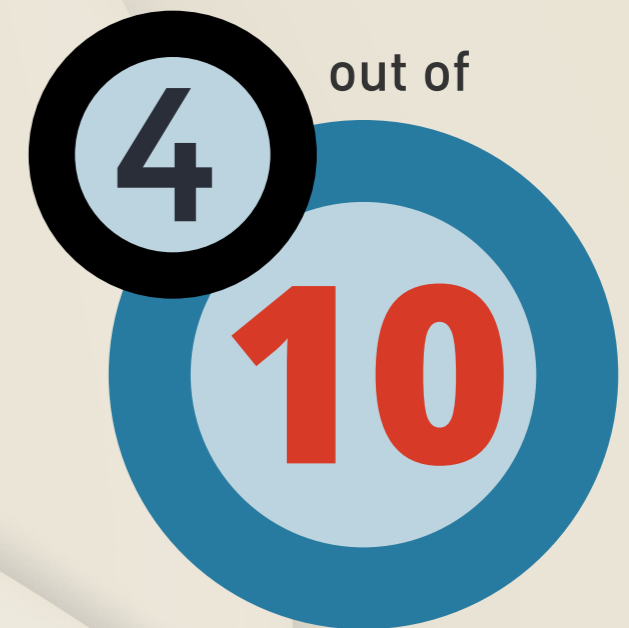
hours weekly writing emails, and searching for emails.

Eric Savitz, Forbes,  
Getting Employees To Actually Use  
Social Collaboration Tools



# Collaborate on meeting notes in real time

By allowing multiple meeting note-takers, with notes visible to all participants, you'll know that everyone's on the same page—or if they're not. To ensure project cohesion, you can even include a notes review at the end of your detailed agenda.



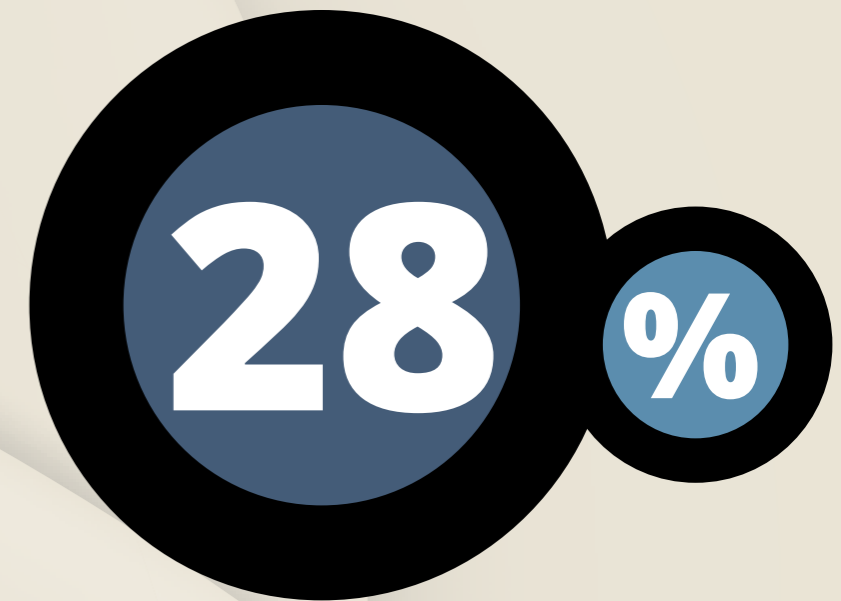
companies have taken their business elsewhere because they didn't feel an agency had the right tools for managing work and communication.

Central Desktop Blog  
State of Agency/  
Client Collaboration



# Instantly distribute meeting outcomes to all participants

Once the meeting's done, just click a button for meeting notes, action items and outcomes to be emailed to each participant. In addition, this information, as well as all other meeting documents, are always available online in Basecamp, or in your discrete Lucid "meeting room."

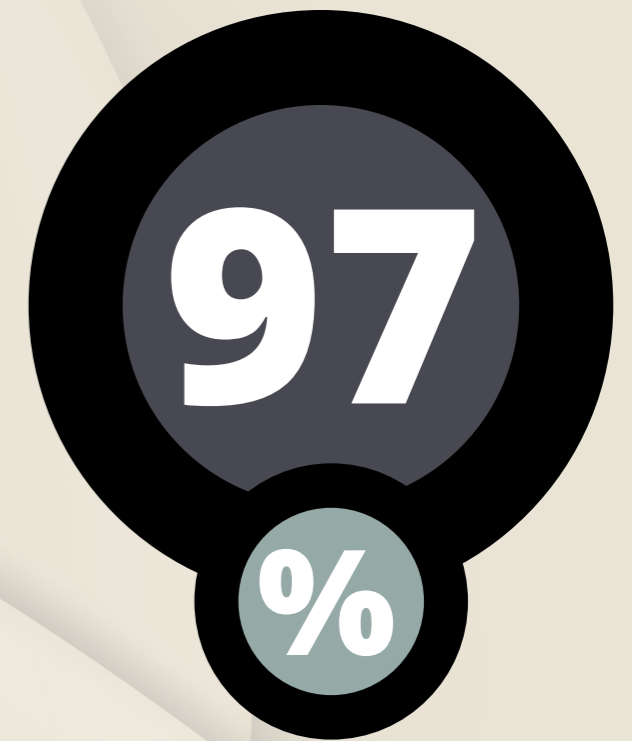


of survey respondents rated searching for electronic documents as a key annoyance.

Huddle, Press Releases,  
U.S. office workers compromise  
company data

# Establish accountable meeting follow-up, and even touch base between meetings to keep the ball rolling

Assign action items to participants, and schedule automatic reminders to **facilitate follow-through**. Want a quick touch-base on your project? Just log-in to your meeting room. You'll have access to all your previous meeting agendas, notes, documents, and action items. You'll also have the tools you need to capture, record, and follow-through on any new business.



of businesses using collaboration software have reported being able to service more clients **more efficiently**.

Clinked Blog,  
The State of Online  
Collaboration for Business





Meetings consume a lot of your—  
and your clients'—valuable time.

# Make the most of it with Basecamp + Lucid Meetings

Visit [lucidmeetings.com/basecamp](https://lucidmeetings.com/basecamp)  
today to see Lucid/Basecamp integration  
in action—and start making your meetings  
make your project.



It's like additional  
feet on your project  
ladder, increasing  
functionality,  
project efficiency,  
and working group  
cohesion.

