**Unit 1: Fundamentals of IT**

**Communication Methods**

**Scenario:** You work for the IT department of a global marketing company called Brand Aware. Recently Brand Aware have been investigating ways to cut costs by reviewing the way they communicate with their offices all over the world. In the last year, Brand Aware have overspent from travelling abroad for meetings and staff training.

**Activity 1:**

The Managing Director would like you to produce a presentation which identifies different communication methods. For each communication method, you must identify the purpose, characteristics and the advantages and disadvantages.

Research the following methods of communication. Present your findings in a presentation.

* Email
* VoIP
* Social networking/ social media eg. Linkedin
* Personal assistants eg. Siri, Cortana
* Teleconferencing
* Video conference
* Cellular/ satellite
* SMS
* Instant messaging
* Messaging software

For each of the above communication methods you must identify and explain the:

* Purpose and characteristics – on one slide
* Advantages and disadvantages - on a separate slide in a table.

**Activity 2:**

The Managing Director would like you to write a report to discuss the best method/s for communication for meetings and staff training. Your recommendation for communication method/s must be based on staff not having to travel abroad or to different locations around the UK. It is hoped your recommendation will help to reduce the amount of money Brand Aware spend on travel costs each year.

In addition, you must identify suitable software and hardware required to enable the communication method to function successfully.