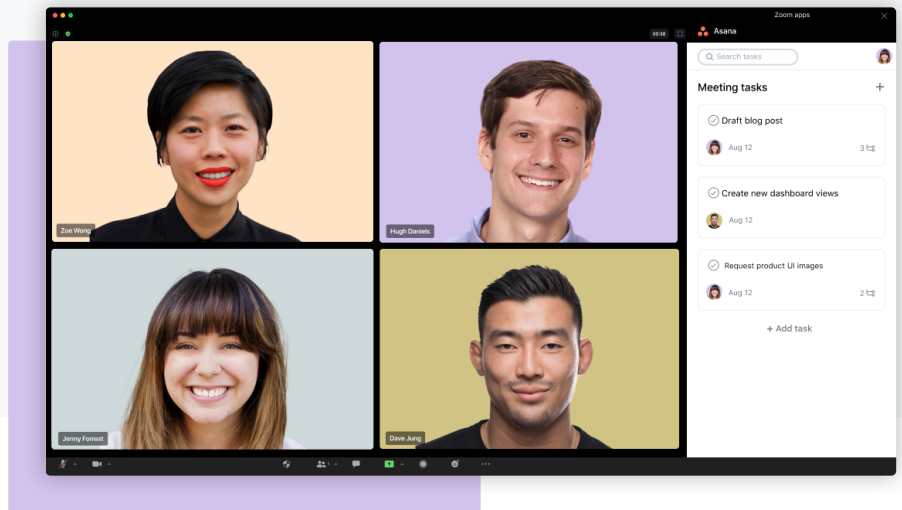


# Zoom & Asana: Reimagine meetings



Meetings are a key source of connection between team members—whether your team is remote, hybrid, or globally distributed. Yet as organizations around the world begin to navigate the next phase of work, it’s more important than ever to make meetings connected to the actual work so teams know who’s doing what by when.

According to research from Asana, **individuals could save 290 hours per year through improved processes by clearing defining roles and responsibilities** ([Anatomy of Work](#)).

To help teams lead more purposeful and focused meetings, Zoom and Asana have partnered to create a better solution for organizations of all industries and sizes. The Asana app for Zoom is now available in the Zoom App Marketplace, which hosts 1,400+ essential collaboration tools.

## Do more with Zoom and Asana

With the Asana app for Zoom, teams get greater visibility into meeting topics and prep tasks, so everyone can contribute and collaborate effectively. As meetings happen, teams can follow the agenda by opening the Asana app within Zoom to keep everyone focused on what needs to be discussed. Action items are captured in real time and added to the meeting task—along with the meeting recording—reducing the need for app switching while increasing transparency and accountability.



### ZOOM

Zoom is a secure video platform that powers your communication needs. In-product Zoom apps enable a seamless experience for using your preferred apps within Zoom.

- Communicate via meetings, chat, phone, webinars, and online events
- Boost meeting productivity with apps for file sharing, project management, whiteboarding, and more

### ASANA

Asana enables teams to plan, manage, and execute their work, from daily tasks to strategic initiatives, on one easy-to-use and beautifully designed platform.

- Track tasks
- Create project timelines
- Automate manual processes
- Report on progress
- Set and achieve goals

Together, Zoom and Asana are reimagining meetings before, during, and after:

✓ Before

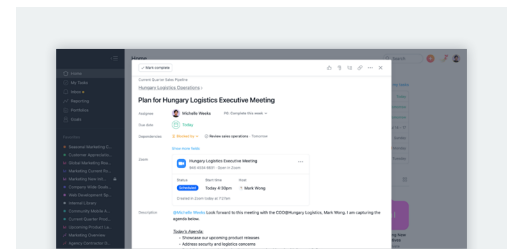
Create a Zoom meeting directly from Asana. Add tasks to the meeting to create a clear agenda for the team and assign out pre-work so teams arrive prepared for a purposeful meeting.

✓ During

Create and assign Asana tasks directly from a Zoom meeting to capture action items without having to switch between apps.

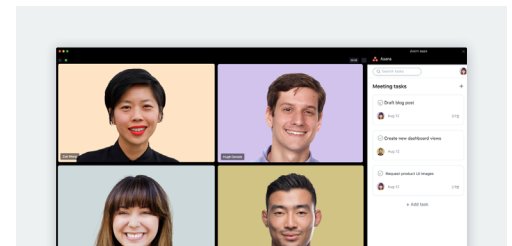
✓ After

Zoom recordings and transcripts are automatically attached to the Asana task and searchable. Now teams have a record of what was discussed so that all collaborators, even those who couldn't make the meeting, stay in the loop.



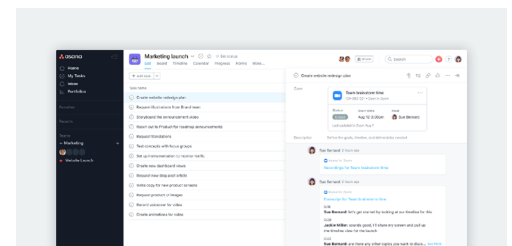
### PREPARE PURPOSEFUL MEETINGS

Focused, actionable meetings start in Asana. Before your call, share a meeting agenda and any prep tasks to give team members visibility and context into what you'll be discussing.



### MAKE MEETINGS ACTIONABLE

Reduce app switching by opening Asana directly within Zoom to capture action items, take notes, and assign Asana tasks as the meeting progresses in real-time.



### KEEP WORK MOVING FORWARD

Don't remember what someone said in a meeting? Access action items and notes created during the meeting, as well as a recording of what was discussed to stay aligned on next steps.

Get started with Zoom  
and Asana today

Contact our sales team to learn more about the power of Zoom & Asana for your organization, or get started at [asana.com/apps](https://asana.com/apps) today.