Hosting an Industry Expert Q&A

Host:

- Have a host or moderator to make sure everyone is engaged.
- If attendees are not asking questions the host should ask a question of the presenter.
- If questions get off topic it is the job of the host to use their judgement to let the conversation continue or to get the conversation back on track.
- The host needs to be a good listener.
- The host also needs to be comfortable stepping in to regain control if too many people start talking at once.

Time:

- Any time of day can work for an Industry Expert Q&A so schedule at a time that works best for the members of your chapter.
- The program should be 60 minutes.
- If attendees are still asking questions when the program is scheduled to end the host should acknowledge the time and thank those who need to leave but can allow the questions to continue, as long as the presenter doesn’t mind.

Size:

- This format will work for a group of any size.
- If a large number of attendees are expected check the limits with the platform you choose.

Pre-Event

- Choose a topic that is relevant to your membership, it can be educational, informative or fun.
- Keep in mind that a dynamic live presenter may not be as engaging virtually (and vice versa) so if you haven’t the presenter virtually you should set up time to talk using a virtual platform for them to pitch their presentation so you can see how they come across.
- Set up the meeting in the platform of your choice. Zoom or GoToMeeting work well for this format.
  - If you use Zoom we recommend that it has registration enabled so you can generate a registration report.
- Start promoting the event at least three week prior, send a calendar invite so it is added to your member’s calendars.
- Send an email reminder the day before.
  - Ideally you send two emails:
    - One to attendees
    - One to non-attendees
During the Event

- Host and presenter should join 5-10 minutes prior to the meeting to ensure sound and screen sharing are working.
- Everyone should enter the meeting at the same time, if using Zoom enable a waiting room.
- Host welcomes everyone, review etiquette, and what to expect.
- Etiquette
  - Keep camera on if possible.
  - Limit background noise and mute yourself.
  - Don’t interrupt others.
  - Limit distractions:
    - Walking around
    - Animals
    - Family members
    - TV on in the background
  - Don’t monopolize the conversation
- Host introduces speaker
- If the presenter has a presentation they should share their screen.
- Presenter gives a 15-20 minute presentation.
- Once the presentation has ended the screen share should be stopped so attendees can see each other.
- After the presentation the host should encourage attendees to ask questions.
- If there are more than 20-25 attendees the host should ask attendees to use the chat feature to let them know they have a question so people aren’t talking over each other. The host can then call on them and allow them to ask questions.
- Take a screenshot or screenshots (if there are multiple pages) of attendees, unless most attendees do not have their camera on.
  - Tell everyone to smile so they are prepared.
- End on a high note
  - Share date of next event

Post Event

- Email those who attended and thank them for attending within 24 hours.
  - Reference your registration report or screenshot to know who to email.
  - Include the screenshot and encourage attendees to share on social media and @ your chapter, provide links to your chapter’s social media pages in the email.
- Include screenshot in the next invite, newsletter, and on social media.