



Audience Interaction

Audience Interaction Session: 45-60 minute session that does not require AV, and is focused on audience participation.

Examples of formats

- Roundtable discussion: A facilitated discussion in which attendees break into small groups to answer questions, discuss issues, solve problems, etc.
- Innovation Collaboration: A highly collaborative session in which participants share their unique perspectives in order to innovate solutions to common industry problems.

Tips for Success

- Be sure your topic is clear
- Focus on facilitating, rather than leading
 - If there is a particularly long pause, summarize your main impressions and invite comments. Then move on.
 - Do not judge participants or their viewpoints
 - Keep the group on task. If participants get off track, ask them to return to the key points and ask a strong prepared question.
- Prepare 10-12 questions to help trigger conversation
 - Solicits specific feedback
 - Include and involve multiple people in a discussion
 - Pose open-ended questions
- Solicit input from less vocal participants, but keep in mind people may not feel comfortable being put on the spot.
- Start with general questions and then move to more specific ones.
- Limit the discussion time of participants that try to dominate the conversation.