



# Effective Moderator Training

August 21, 2012

Presented by:

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# What We'll Discuss

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- Overview
- Moderator Objectives
- Review of Attendee Feedback from Previous AESP Conferences
- What Makes a Good Moderator?
  - Do's & Don'ts
- Moderator Responsibilities and Guidelines

# Overview

- Past moderator performance has been mixed, based on previous conference feedback
- Moderator's responsibilities begin way before conference
  - Pre-conference preparation is as important as on-site performance
- AESP has guidelines and there are best practices

# To Become a Moderator

1. Volunteer to Moderate a Brown Bag session - Contact Kisha ([kisha@aesp.org](mailto:kisha@aesp.org))
2. Get involved with Topic Committees
3. Let Meg ([meg@aesp.org](mailto:meg@aesp.org)) know you are interested

# Moderator Objectives

- Assure deadlines are met
- Assure papers and presentations are quality
- Mentor new speakers
- Keep “seasoned veterans” seasoned
- Represent the audience’s interest
- Facilitate the session



# Paper or Panel?

- A paper session
  - 3 independent papers presented
  - 20-25 min presentation, 5-10 Q&A/speaker
- A panel session
  - Single topic discussion/debate by panelists
  - 5 minutes position statement/panelist, Q&A discussion led by moderator



- Moderator's role differs depending on type of session!!

# Previous Conference Feedback

- Abstracts  $\neq$  papers or presentations
- Poor presenters
- Bad and boring slides (unreadable charts/too wordy)
  - Keep them fun/KISS
- A lot of details, but no results
- **MOSTLY NO TONE** –  
**ZZZZZZZZ**



# What Makes a Good Moderator?

Remember, you are not the star of the show.  
Your main role is to:



**Bring out a good discussion from the session, and stay out of the way when it's happening.**



# Differing Roles

## Paper Session

- Tie the papers together
- Set the roadmap
- Have questions for each speaker
- Have Q&A for each speaker immediately after his/her presentation

## Panel Session

- Have your list of questions prepared
- Know the opinions of your panelists/make sure there is diversity
- Challenge them respectfully without imposing your opinion

# Moderator Do's

- Your real work is before the session
  - Contact and discuss paper/panel and presentation with speakers individually and/or as group
  - Read papers, make sure papers and slides are in correct format and represent abstract – not sales
  - Represent audience – what will they walk away with?
  - Make sure you and your speakers meet deadlines



# Moderator Do's

- Guide and mentor speakers in preparing comments
- Provide *brief* introduction to frame topic; set roadmap for the session
- Keep discussion on topic with all panelists contributing  $\pm$  equally
- Tie presentations together
- Introduce “tension” into panel discussion
  - Ask good questions/enliven discussion
  - Bring out different views from panelists

# Moderator Don'ts

- Wait until conference to serve your role
- Try to be the star of the show
- Read their bios
- Let panelists run off topic
- Let audience members run panel off topic or take too long to get to questions
- Run panel over time limit



- Get panelists'/speakers' cell phone numbers prior to the conference
- Meet your panelists/speakers on site way before session
- Meet again at least 15 minutes before the session starts to discuss logistics
- Clarify correct pronunciation of speakers' names
- Summarize key items in bio or find out something interesting about each speaker instead

# Moderator Responsibilities: At the Conference



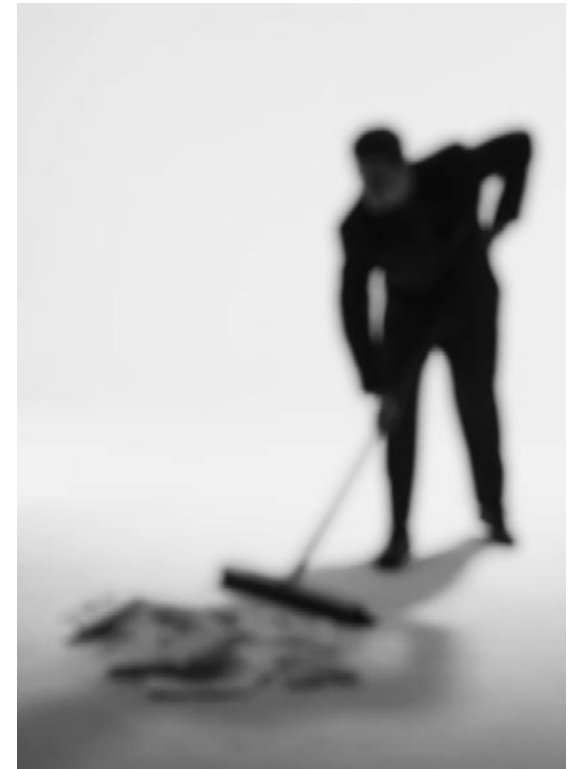
# Moderator Responsibilities: At the Podium



- Get to the session early
- Work out logistics with speakers
- Work out signals to speakers
- Prepare prompting questions for Q&A

# Moderator Responsibilities: During/After the Session

- Make sure the speaker repeats audience's questions
- Thank speakers and audience
- Remember housekeeping details
  - Read notes and announcements
  - Remind audience of key breaks, lunch times, and next session start times
- Personally thank each speaker/panelist
  - Provide feedback to them



# Key Deadlines for AESP's 23<sup>rd</sup> National Conference & Expo

2012	Action
August 31	Final session descriptions are due to <a href="mailto:Kisha@aesp.org">Kisha@aesp.org</a> Speakers to get their bios/headshots to <a href="mailto:Stephanie@aesp.org">Stephanie@aesp.org</a>
September 6	Speakers to attend the Effective Presentations Skills Brown Bag (scheduled for 1:00 – 2:00 pm eastern)
October 8	First draft of papers due to moderators and <a href="mailto:Kisha@aesp.org">Kisha@aesp.org</a> Make your hotel reservations
October 19	Moderator comments on papers due to authors
November 5	Final papers uploaded ( <i>hard deadline – midnight!!</i> )
December 3	First draft of PowerPoint presentations due to moderators ( <i>use conference template!!</i> )
December 7	Register for conference as a speaker
December 10	Moderator comments on PowerPoint due to authors
December 21	Final PowerPoint presentations to moderators and uploaded to <a href="mailto:aesppresentations@gmail.com">aesppresentations@gmail.com</a>



# Key Deadlines for AESP's 2012 Fall Conference

2012	Action
	<p>There are no papers for the Fall Conference. However, there are PowerPoint presentations.</p>
September 17	<p>First draft of PowerPoint presentations due to moderators <i>(use conference template!!)</i>            Make sure the PowerPoint presentation speaks to the accepted abstract!</p>
September 21	<p>Make your hotel reservations if you haven't already <i>(last day for block rates!!)</i>            Register for the conference as a speaker (<a href="http://www.aesp.org">www.aesp.org</a>)</p>
September 27	<p>Moderator comments on PowerPoint due to authors</p>
October 5	<p>Final PowerPoint presentations to moderators and uploaded to <a href="mailto:aesppresentations@gmail.com">aesppresentations@gmail.com</a></p>

# Moderators~

- Need headshots and bios from moderators – [stephanie@aesp.org](mailto:stephanie@aesp.org)
- You pay discounted rate for conference.



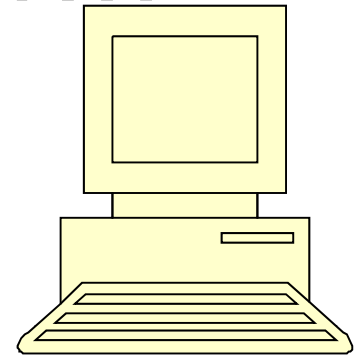
You are the key to the success of the conference. Thank you for your help!!!!

Last but not least ...



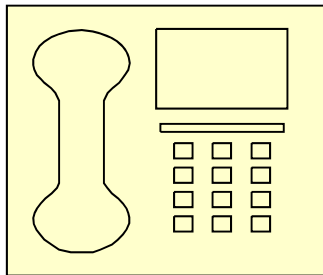
# If you think of a question later...

Call or email either one of us at



Sue Nathan 816-222-4452

[snathan@appliedenergygroup.com](mailto:snathan@appliedenergygroup.com)



Rick Morgan 608-277-9518

[morgan@morganmp.com](mailto:morgan@morganmp.com)



## Save the Date

Oct. 15-17, 2012

AESP's Fall Conference  
Long Beach, CA

Jan. 28-31, 2013

AESP's 23<sup>rd</sup> National  
Conference & Expo  
Orlando, FL

Apr. 29-May 1, 2013

AESP's Spring Conference  
Dallas, TX

For more information - [www.aesp.org](http://www.aesp.org)

