A·E·S·P
ASSOCIATION OF ENERGY SERVICES PROFESSIONALS
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MODERATOR DOs & DON'Ts
Helpful Tips

DO - Prepare in Advance

- Research panelists
- Customize flow and content
- Work with speakers ahead of time and understand them, their topics, and the purpose of session - get their bio and cell numbers
- Work with each speaker to review, critique, and ensure that their presentation (and paper) is excellent and meets AESP's standards.
- Be familiar with deadlines to ensure speakers are staying on track. Make sure speakers turn their papers and presentations in on time (especially for National) and in AESP's template

DON'T - Wait to Meet Speakers

- Schedule at least two calls – one early, one right before conference
  - Outline goals for panel/brown bag - what you hope it achieve, understand what each speaker wants to achieve and how it all fits together
    - Go over "no-nos": not speaking into microphone when answering questions, running over, ignoring wrap up signals, sales pitches, etc.
  - Meet with speakers on site before your session for one last check in

DO - Put Yourself in Their Shoes

- Room comfort
- Ambient noise levels
- Ability to hear you/panelists
- Respecting schedule

DON'T - Forget Your Audience

- Check sound levels and room temp
- Eliminate ambient noise like door closings/ openings
- Ask previous speakers if there were any issues in their session
- Remind speakers to speak into microphones at all times
- Repeat audience questions

DO - Ensure a Great Experience

- Ensure speakers contribute real content and insight
- Make it fun
- Create rapport between speakers and between speakers and audience
- Foster real dialogue and discussion

DON'T - Daydream

- Read speakers' presentations ahead of time; to ensure they align with abstract
- Observe how good talk show hosts do it
- Listen while speakers are talking, take notes, invite other speakers to comment
- Ask follow-up questions that get to the story behind speakers' presentations
- Tee up questions ahead of time
- Try to get speakers to talk directly to each other

DO - Follow the Rules

- Important conference notices
- Housekeeping details at either start or end of session
- Conduct head counts of attendees
- Don't allow sales pitches from you or speakers. Check all presentations to make sure
- Time management of speakers, audience, and session in general

DON'T - Ignore Time Limits

- #1 rule, stay on time.
- Keep intros brief
- Ensure speakers know their allotted time and rehearse to stay within limits
- Arrange ahead of time system to notify when it's time to wrap up
- Tell speakers you will interrupt and wrap them up yourself if they continue on by succinctly summarizing their points

DO - Let Your Speakers Shine!

- The session is about the speakers and the topic, not about you.
- Be humble, insightful, curious, and collaborative
- Get a brief intro about each panelist (2-3 sentences) related to session topic
- Have speakers' correct name, title, spelling and pronunciation

DON'T - Try to be the Star

- Be 10% of the session, no more
- Engage each speakers equally (direct questions to speakers who aren't getting attention)
- Allow each speaker to provide a final comment (1-2 minute at most) to big picture question
- Thank your speakers each by name; ask audience to join with applause
- Thank AESP and Sponsors who helped make session possible
- Let audience know how much you enjoyed moderating the discussion and appreciated their active participation

DO - Engage Your Audience

- Try to understand a little bit about them before you start with a couple of warm-up questions
  - Multiple choice, "show of hands" questions to ID needs, interests
- Prep speakers to listen carefully to audience questions, and integrate into Q&A session
- Get audience involved early (longer you wait, harder it is to engage them - no more than 20 - 30 minutes)

DON'T - Ignore Them

- Avoid audience members lining up at microphones
  - It's awkward and may dissuade questions, and hinders "on the spot" follow-up from audience members who feel strongly about the topic and aren't next in line
- Instead, have assistants move about audience with microphone, looking for attendees with questions