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60TH ANNIVERSARY

CHARTING NEW HORIZONS

CATCHBOX: Look Book

A guide to integrating the world's first throwable microphone into your session



A New Way to Approach Session Planning

Give as much attention to PARTICIPATION as you do to information

Conferences have grown beyond attending just to listen to someone speak; we have the internet for that. Instead, face-to-face events should be about engagement, participation, and discussion, as a means to learn beyond listening to information

A New Approach



Make Audience Participation Fast & Easy

With Catchbox, getting audiences to participate becomes as easy as throwing them the box. Because this is faster and easier than passing a handheld microphone, questions, comments, and discussion become more spontaneous and can occur throughout a presentation or lecture, not just at the end.

Open Up the Room

Breaks The Ice & Lightens the Mood

Most people are afraid of speaking in front of their peers, limiting discussion. The colorful playful Catchbox easily breaks the ice and lightens the mood at any event. Participation becomes more relaxed, fun, and game like. This means even the quietest attendees aren't afraid to speak up, and that the all important "silly obvious" questions get asked.



What to Expect in the Meeting Room

The Catchbox will be kept by the podium with a quick set of instructions to prep the audience



The Catchbox will be ready for use, by the Session Chair, for the Q&A portion



Aisle mics will NOT be on during your session as the Catchbox REPLACES aisle mics



Catchbox Prep Notes:

Just Before Tossing the Mic

- ▶ Show Everyone the Catchbox
 - Hold it up!
- ▶ Tell Everyone
 - This is a **throwable microphone**
 - It's soft
 - **It's already on**
 - When you catch the Catchbox **simply speak into the black circle located at the top of the box**
 - After your question has been answered, toss the Catchbox to another audience member (*make sure they are **READY to catch the mic before tossing***). If there are no questions in the audience, toss the Catchbox back to the Session Chair.
 - NOTE: Sometimes we may need help from the audience (multiple tosses) to get the Catchbox into the hands of the person who has a question to ask – *community effort*



Tips for Q&A Success:

- Your responsibility, as Session Chair/facilitator is to the entire audience. It's important to:
 - Ensure attendees are respectful to one another during the open discussion
 - Try to keep each question to an average of 1 minute for asking
 - ❖ **NOTE:** Prepare several questions for the Q&A portion in case there are no immediate questions from the audience. This is also an opportunity to punctuate key points from the session.
- The goal, for your speakers, is not to simply answer questions, but **to draw links between the questions and their content.**

Tips for Q&A Success: As the Session Chair/Moderator

- Announce the Q&A session timing at the beginning of the session: This accomplishes two things:
 1. Your audience is reassured that they will get to ask their questions
 2. Your audience is encouraged to start thinking of questions.
- As the Q&A session begins, let your audience know how much time you have: “We have about fifteen minutes for your questions.” and how the Catchbox will be used (prep notes will be kept at the podium; see copy on next page)
- Don’t end the Q&A session abruptly. Let the audience know: “We have time for two or three more questions.”
- When your speakers have finished answering questions, **repeat the main theme or key messages of your session, or repeat the call to action if applicable.** This technique will bring closure to the process and reinforce your messages.

Questions?

If you have any questions, please contact our
Program Development Team at
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