Plan for Q&A Success

Quick Tips that Can Make a Big Difference
Question Time at DIA

- Our attendees truly look forward to their time, within the session, to interact directly with the speakers.

- Plan for 15-30 minutes of Q&A time with the audience.
Tips for Q&A Success:

- Your responsibility, as Session Chair, 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 time of 1 minute for asking

- 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.”

- 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.
If you have any questions, please contact Maureen Lamplugh at AnnualMeetingProgram@DIAglobal.org
Thank You!