



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 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 Room

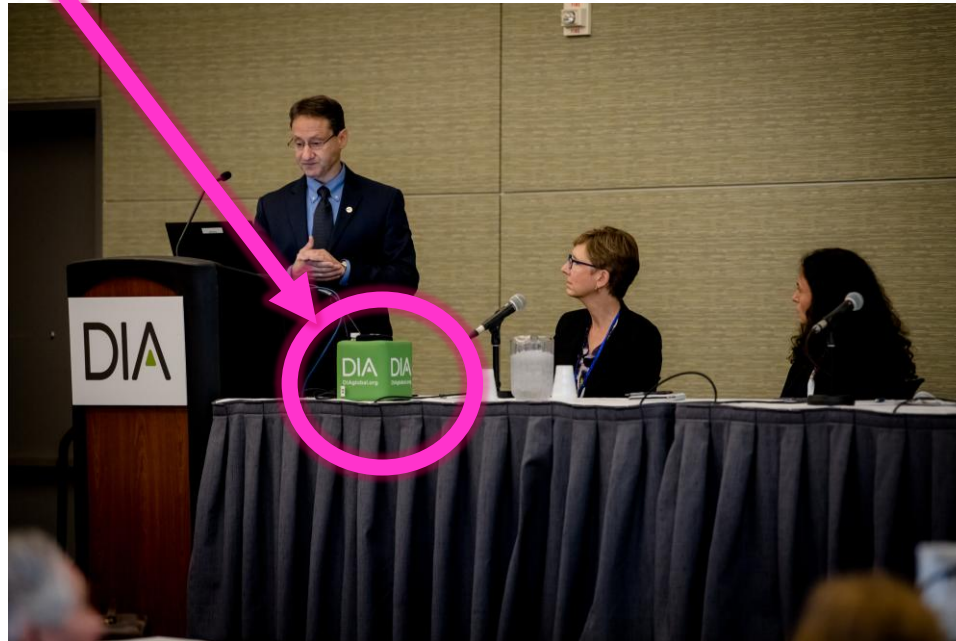
The Catchbox will be kept by the podium with a quick set of instructions to prep the audience



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



Catchbox REPLACES the aisle mics



Catchbox Prep Notes:

Just Before Tossing the Mic

- ▶ Show Everyone the Catchbox – Hold it up!
- ▶ Tell Everyone
 - This is a **throwable, soft, microphone**
 - **It is 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 with the Audience

- ▶ **Your responsibility, as Session Chair, is to the entire audience.**
- ▶ **Give your audience instructions**
 - Announce the Q&A session timing at the beginning of the session and tell them they can ask questions via the Catchbox
- ▶ 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.
- ▶ **Don't end the Q&A session abruptly.** Let the audience know: “We have time for two or three more questions.”

Questions?

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