USING AN EVENT MODERATOR

An event moderator provides assistance to presenters and to the audience during a live webcast. A moderator's duties begin even before the event goes live. He or she makes sure that all presenters are logged in with working audio ahead of time and runs a checklist of reminders to make sure everyone is adequately prepared.

The moderator may give standby messages to early participants on the line. When the event starts, the moderator can welcome the audience and instruct them on how to use their web conferencing console. Formal introductions make the transition to the first presenter sound smooth and professional.

While the presenters are speaking, moderators take care of several other functions. They watch for technical problems or questions typed in from the audience, answering standard queries such as whether slides or a recording will be made available later.

If the presentation includes interactive features such as polls or typed-in feedback, the moderator can remind the audience how to work with the software and can fill the gap in the presentation while waiting for responses.

Of course the moderator also handles classic duties, posing questions, watching the session time and closing out the event.

Moderators should be on a separate computer network from presenters so that in the event of a speaker's computer or network failing, the moderator can continue to advance slides and presentation materials while the speaker reads from a hardcopy backup.

A good moderator is comfortable working with the interactive features of the web conferencing software and explaining them to the audience. The moderator needs experience in working with live events, with the ability to deal with problem situations in a calm and professional manner. A clear, confident speaking voice is essential, as the moderator often sets the tone for the entire event.

The functions performed by the event moderator may be assigned to several individuals if desired, but it is important in these situations to have rehearsals with everyone involved so that responsibilities and handoffs are clearly understood. Many companies use a combination of their own webinar administrator, an event producer from the webinar technology vendor, and an operator from the phone conferencing company.

A moderator is an integral part of the overall event team. Moderators provide support for speakers and the audience, improving comfort levels, confidence, and convenience.

CONTACT WEBINAR SUCCESS:

www.wsuccess.com
info@wsuccess.com
(919) 372-1937

Webinar Success
217 Kilbreck Drive
Cary, NC 27511