

Asking questions of your audience is a great way to keep the audience engaged. But asking questions is an art. I asked on Twitter what people found hardest about asking questions that engage your audience.

Questions from the audience can enrich a panel discussion or derail it, so decide ahead of time when and how you will manage questions. Take Questions As You Go. Allow questions to percolate from the audience at any time. Stop Periodically and Ask For Questions. For example, stop for questions after each panelist presentation, key topical discussion or stop every 20 minutes to take questions. Create a specific time to take questions from the audience, usually held at the end of the program and before the final summary. Take questions from the floor. There are three ways to get audience questions: Questioners line up at the microphone. With a cordless microphone, the support staff runs to questioners who have their hands raised in anticipation. The moderator roams the audience with a cordless microphone to take questions. There are four ways to screen their questions: You can choose to pass out pre-printed question forms or note cards to the audience or have one placed on each chair as they enter the room. At a specific time in the session, the support staff circulates through the audience and collects the questions. You or one of your staff quickly sorts through the cards, selecting those that encapsulate key themes or ask an intriguing question. You can also have an audience member or panelist pull out a question card at random. Invite the audience to text or tweet or some other social media platform with the appropriate hashtag or cell phone number. Watch the feed while the panel is going on, check the feed periodically, or ask support staff to watch the feed for you. Break into small groups of three or four to discuss what questions they would like to ask. Pick random tables to ask their best question. Ask trusted audience members to ask a straightforward or supplied question at the beginning of the session or during a lull in the conversation. My favorite tool is sli. Both of these are web-based tools so anyone in the audience on a smartphone or tablet can add a question and the best questions rise to the top.

Chapter 2 : Public Speaking: 10 Audience Analysis Questions | Mr. Media Training

If you're delivering a talk or presentation, questions are your best friend. I'm not referring to the questions your audience asks you during Q&A - no doubt, those are really important too - but I'm referring to the questions you ask your audience.

In that moment of silent panic your mind races. Are these people really that stupid? I just did an awesome job presenting this material. My message was tight, my slides were stunning, and I included just enough humor to keep the mood light. Why are they not responding? Asking the right kinds of questions Their lack of involvement may have nothing to do with the quality of your message, and everything to do with your approach to asking for their engagement. Engaging others in discussion is one of the most powerful communications skills a leader can develop. Leaders achieve results through the efforts of others, and there is no better way to engage than through artful questioning. Creating safety for your audience The Art of the Question has three basic elements: Of the three elements, safety may be the most important. Making the discussion safe begins with you. Ask yourself, are you truly curious what your teammates think? If someone disagrees, are you willing to hear them out? Making the discussion safe by setting an open tone is job one. So many discussions begin with a warn-out phrase like this: Are there ANY questions? Do you have ANY questions? All are the kiss of death to beginning an active dialog. Make that question one that everyone could respond to. Who will begin the discussion? What steps in this new process do you think will most help our clients? Beginning like this allows participants to share what they do know, rather than admitting what they do not know. Look at these example questions below: Less opportunity for discussion I really like this. What surprised you most about how the new Do you think the new process will work? Where do you see the new process improving our operations? Will this new process meet your needs? How will this new process be valuable to you? Just notice the possible answers to the questions above. The questions in the left hand column could be answered using a single word, with no opportunity for additional insight. Listen fully to the answers The last element of artful questioning is to fully listen to the response. The biggest contribution you make in facilitating any discussion is the gift of fully listening to someones input. Doing so validates their contribution. It shows others that when they participate they are heard. And who knows, you may even discover an incredible, game-changing idea in the process. Leaders leverage the art of the question to start discussion, to tap into the wisdom of the team, and achieve results. Share Tweet92 Jeff Serenius Jeff Serenius helps companies grow their in-house leadership talent faster. Whether working with executives, managers and staff in groups or individual coaching sessions, his leadership roles in Human Resources, Information Services, Corporate Planning and Corporate Communications is invaluable.

Chapter 3 : Audience Frequently Asked Questions

A recent question from reader and creator of the great blog and book about inquiry, A More Beautiful Question, Warren Berger had to do with involving the audience. What is the right time, and what.

Many presentations today are followed up with a question and answer period. To some people this can be the most exciting part of the presentation. To others it can be their worst nightmare. In fact, there are some presenters who purposely avoid the question and answer period all together. Below I have provided a 5 step approach to handling questions along with some additional tips to make your next question and answer session go smoother. Too many people start responding to a question before the entire question is even asked. Not waiting to hear the entire questions can result in you providing a response which had nothing to do with the question. Pause and allow yourself time to value the question and listener. It is important that everyone "hear" the question or the answer you provide may not make sense to some of the people. By repeating the question, this will allow you some additional time to evaluate the question and formulate a response. Credit The Person for asking the question. You may say something like, "That was a great question" or, "Glad you asked that question" or even, "I get asked that question by many people". One word of caution. Respond to the Question honestly and the best you can. If you do NOT know an answer to a question, do not try to fake it. Be honest, and tell them you do not know but DO promise to research the answer for them and DO get back to them. Bridge to the next question by asking them a question. Once they respond to you, "YES" you now have permission to go on to the next person. This also gives them one more opportunity to say, "No" and allow them to clarify their question more by asking it again. Additional Tips on Handling Questions A. Ask people to stand up when they ask a question. This does two things: Have small sheets of paper available for people to write down their questions during your presentation. They may forget what they were going to ask earlier. Allow people to pass the questions to you if they feel uncomfortable standing up and asking the question out loud. This gives the person who truly wants to ask a question an option. Always repeat the question - this does three things: Always take time to think "before" you answer all questions. This allows you time to think, especially for those difficult questions. Do the same for those questions you readily know the answer for. Responding too quickly to those questions you are most comfortable with will only bring attention to those questions you do not. You select someone to record the questions on paper. Promise to get back to them and DO get back to them. Lenny Laskowski is an international professional speaker and the author of the book, 10 Days to More Confident Public Speaking and several other publications. Lenny is also available for hire to speak to your organization, college or association. Lenny also provides in-house seminars and workshops. Why not contact Lenny today for your next function or event. You can reach Lenny at or E-mail him at:

Chapter 4 : How to Engage Your Audience with Questions | Virtual Speech Coach

The questions on the right an answer with more complete response and gives the respondent an opportunity to share their perspective, opinion, or belief (and, by the way, isn't that the goal of the discussion.).

Links to the other two posts are at the bottom of this one. Identifying your BSO was a crucial start. Because every group is different, what you learn about each one may require you to modify your bright shiny objectâ€”at least a littleâ€”after you run it through the filter of the audience. The following 10 diagnostic questions will help you decide what alterations you should make to your BSO, if any, and will almost certainly influence the overall approach you take for your talk. To properly diagnose an audience, you need to understand who they are. Does the audience have a predetermined opinion of you, your organization, or your profession? What do they value? Knowing what matters most to your audience allows you to align your speech topic with their most deeply-held values. You might even discuss your interest rates in the context of how they benefit the community. How relevant is your topic to them? How much do they already know about your topic? Your answer will help determine whether you should focus on the basics, more advanced material, or some point in between. How much do they need to know in order to accomplish your goals? This question centers speakers on making sure the amount of detail they intend to share matches the amount of detail they need to share in order to accomplish their goals. Do they view your topic favorably, neutrally, or negatively? What gaps in knowledge or misconceptions do they have about your topic? The larger the misconception or gap in knowledge, the better it is to address it early in your talk. What challenges or problems do they have related to your topic? That knowledge can shift or narrow the frame of your talk to address their specific concerns. I once saw a speaker with a not-for-profit organization encourage his colleagues from another department to get out of the office and visit donors more frequently. It turned out that his colleagues all agreed with himâ€”but their requests to leave the office had been turned down repeatedly by their supervisor. Had he learned the problem, he might have offered a more relevant solutionâ€”or deferred to someone else who could have provided one. Are you speaking to one constituency or many? Many groups have a variety of constituencies present, some of which have conflicting goals: On his public speaking website Six Minutes , Andrew Dlugan offers three approaches for mixed audiences: Read the whole series!

Chapter 5 : Top Audience Quizzes, Trivia, Questions & Answers - ProProfs Quizzes

The importance of understanding your audience. To introduce why knowing your audience is so important, consider the following audiences and how you may need to tailor your deliverable to meet each of their needs.

Prewriting Targeting Your Audience No matter what type of writing you are doing, you should plan to write to someone—that is, you should target an audience for your writing assignment. Audience analysis is crucial to understanding what should go into each piece of writing. Analyzing your audience will help you make the necessary decisions about what you will write. Many students assume that the instructor is the primary audience for the writing. Although your instructor may be your audience for an essay, he or she may also expect you to write for your classmates or others in your field of study. In addition to knowing who your audience is, you must understand the purpose of your writing. Writers always have a specific reason for writing, and purpose includes what the author intends to accomplish in the writing and how the author wants the reader to use the information. Purpose bridges the gap between audience and content, linking them inextricably to you, the writer. Your purpose is not the same as your writing strategy. To analyze some concept is not, by itself, very interesting or meaningful. But to analyze a concept to look closely at its various parts so that you may gain new insight into what it means has both strength of purpose and meaning for the reader. In college writing, your purpose for writing is usually to explain something to your readers or to convince them of your way of thinking. If you are unsure who the target audience is, discuss the issue with your instructor. Also, be aware of key words on your assignment sheet that will help you identify the intended audience, e. Your instructor may guide you in learning what questions to ask to get the necessary information to profile your audience, or you may develop this list yourself. The following list, although not exhaustive, can help you do that. Be aware that your instructor or your particular writing assignment may require more information about your audience. Who is my primary audience? What purpose will this writing serve for my readers? How will they use it? Is my audience multicultural? Will readers expect certain patterns of thought in my writing? Will they need statistical data to be convinced? After you determine the nature of your audience and your purpose, you must determine how this information affects your planning and writing decisions. For example, the audience profile will tell you the following: Other students begin planning the writing and answer these questions later. Actually, this series of planning activities includes prewriting activities and perhaps some research. The goal of this phase of the writing process is to determine the scope of your writing project and to prepare to write your first draft. We will now describe several prewriting techniques to help you get started. Your instructor may want to be your target audience or may expect you to target your classmates, peers in the field, or some combination of these potential audience members. The purpose of the assignment may include factual analysis, assertion of a position, or both. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without prior written permission of the copyright holder. All links to external sites were verified at the time of publication. UMUC is not responsible for the validity or integrity of information located at external sites.

Chapter 6 : Targeting Your Audience

The very first step in a communications or marketing strategy is defining your target audience so that you can tailor your message or pitch accordingly. For businesses, this is usually your typical potential buyers of a product or service. For a nonprofit it could be potential clients for a program.

After the " In both cases no one voted for the correct answer. She took the money, right answer was C. There were some cases that audience answered 4 answers, but split in two choices. On occasion, when a contestant chooses to ask the audience, a high percentage of them would vote for an incorrect answer by accident and the contestant would go with them, thus getting eliminated from the game. Monarch, but the correct answer was C: On the primetime version of the U. This also happened in U. State opening as the only occasion when alcohol is allowed in the British House of Commons. Stagecoach as what does a postilion ride. But, the correct answer was D: New York Yankees as to who won the World Series. Strangely, the correct answer was C: Florida Marlins where no one went with. The odd fact that only two options got any votes at all may suggest that a small number of people voted, giving figures like these. Correct answer was B: On even fewer occasions, the audience would be split between two choices, both of which turn out to be incorrect. Contestant Steve Perry was asked: Contestant Jim Cutler was asked which of these pop singers is related to the comedian Benny Hill. Jim asks the audience. The audience were split between C: So he went with D: The correct answer was B: Contestant Kelly was asked about which conflict the Robert Capa photo "Falling Soldier" was taken during. Spanish Civil War were actually correct. On January 10, , contestant Joe Taglic faced a question asking what invention has been called "the most important event in recent human evolution. However, neither were right. This was one of the lowest percentages to be correct. However, they went for D: The correct answer is A: Dog, which is one of the highest percentages for an answer. The answer was A: Also happened in Norway, when a female contestant answered her first question wrong, after ignoring the audience. Kerkeling called to his friend, who said it is A:

Chapter 7 : Question and Answer module - allow the audience to ask questions

When the audience asks a question, the speaker must be sure that he/she can properly respond with an answer that is correct and that satisfies the inquisitor.

What needs, challenges and frustrations do they have? Often times this is communicated very subtly. How does your idea, service, or product help your target audience? What problem does it solve? How does it make their lives easier? What would motivate them to pay for it? What obstacles might be in their way? The time we were forced to spend on demos and emails walking these leaders through the benefits slowed us down and increased new account acquisition costs. Do they currently use or support a product or service of your organization or that of a similar organization? If so, this means that they have shown an active interest in your type of service good but may be open to new opportunities or may be satisfied with the way things are. What media do they currently use? For social media, consider the times they are most active and what types of content they engage with follows, clicks, comments, mentions, likes, and shares 9. How can you best reach your target audience? Are you confident you picked the right target audience? If you try to reach everyone you will likely appeal to no-one, but if only a handful of people meet all your criteria you have broken things down too far. You should also question your assumptions. Will they really benefit from your product or service? If so will they recognize it enough to spend the required money or time? Do you really understand what goes into their decision making process or are you just guessing? Lastly how realistic is it that you will be able to reach them with your message? Not sure of an answer, or want to verify a hunch? Also, with a little persistence google can prove quite helpful in helping track down research that others have already compiled on your target. Search for blog posts, magazine articles and survey results that talk about your target market. You also might want to consider creating a survey of your own where you can ask your current customers for feedback. Defining the market is the tough part. Now that you know who you are targeting, you should find it much easier to figure out what marketing messages will resonate with them and which media channels will be most effective at reaching them Craig Van Korlaar Craig specializes in strategy, systems, and metrics. In addition to heading up topnonprofits.

Chapter 8 : Know your target audience: 10 questions to ask | Top Nonprofits

30 Powerful Icebreaker Questions For Audience Live Polling Martina Cicakova January 15, Live polls can be powerful icebreakers to kick off any meeting or event and quickly engage all attendees at the same time.

Depending on the project, you might have more than one audience. Once you have identified your specific audiences, you can tailor your courses so they are pertinent to the different background, education levels, etc. Some of your learners are engineers who work in software development. Meanwhile, your second audience is the workers from a manufacturing facility. They work with machinery all day and barely use the computer. This will be their first time ever seeing this software.

General Who is your primary audience? Are there potential secondary audiences? **Demographics** What is the average age of the learner? Are the learners mostly men, women or an equal mix? What is the educational background high school diploma, PhD? What is their cultural background, race, ethnicity? How much do they already know about the subject at hand? What tone or attitude is appropriate for your audience? Are the learners highly motivated? **Technical** What hardware and software will the learners have? How technically savvy are the learners? **Expectations** What level of participation can you expect? What kind of syntax or writing style are your learners comfortable with? Why are the learners taking the training? What will the audience expect to learn? What amount of time do learners have available to devote to training? Do any of the learners have special needs?

Chapter 9 : 20 Questions To Conduct an Audience Analysis – Flirting w/ eLearning

This is the second post in a three-part series about crafting an audience-focused message. Links to the other two posts are at the bottom of this one.