



Engaging the Audience and Delivering a Valuable Session - Navigating Different Speaking Opportunities

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Session Overview

- Choosing Topics & Sessions
- Speaking on Panels for In-person events
- Speaking on Virtual Panels & Webinars
- Moderating Panels
- Facilitating Labs
- Facilitating Talk Groups or Forums

Choosing Topics & Sessions

- Make sure it is a topic that engages you
 - If you are bored, the audience certainly will be as well
- Make sure you know the topic
 - If you aren't already very knowledgeable, be willing to take a deep dive to become knowledgeable
- Pay attention to the time slot
 - Do you have more energy in the afternoon?
 - Are you susceptible to the after-lunch food coma?

Speaking on Panels for In-person events

- The more you can avoid a lecture, the better the session will be
 - Conversation between panelists
 - Getting audience to engage
- If you feel you are losing the audience, ask an open-ended question and wait for a response (people hate silence)
- Toughest challenge is managing questions that take you off on a tangent – OK to divert a little, but if it gets extensive or would take a long time to address, ask the questioner to follow up after the session
- Be mindful of the time – you will find you never have enough time to cover the topic for in-person events

Speaking on Virtual Panels & Webinars

- There's no easy answer for this – speaking on a webinar is far more challenging than in person
 - No visual or auditory feedback from the audience
 - Technological challenges in trying to have a conversation with your co-panelists
 - Draft detailed outlines or scripts. Try to rehearse to make sure you are covering the topic in the allotted time
- Use polling questions
- Whoever is not speaking (or if you can, have a dedicated person) should monitor the Q&A/chat for topical questions

Moderating Panels

- If you don't know your panelists, talk to someone who does – you need to know if there is one panelist who tends to dominate the discussion so you can try to mitigate
- Provide a way for audience members to send you questions they are uncomfortable asking – especially when moderating a panel of regulators (e.g., give them your cell number so they can text)
- Be aware of the types of questions that will make your panelists uncomfortable or they won't be able to answer

Facilitating Labs

- Try to make your hypotheticals/fact patterns/exercises timely – for instance, if you were running a lab on drafting compliance policies, use the new Marketing Rule or personal cryptocurrency trading as your backdrop
- Make sure the lab tasks are well-defined and workable within the time frame
- For group discussions, pay attention to who is speaking up and try to pull the less talkative people into the discussion
- Be creative with incentives/reinforcements for participation (conference swag, Starbucks gift cards, etc.)

Facilitating Talk Groups or Forums

- Same as last point - pay attention to who is speaking up and try to pull the less talkative people into the discussion
- Have a few topical issues to discuss prepared in case no one suggests discussion topics
- Avoid being the “expert” unless you are absolutely sure something that was said is incorrect