



# How to join and operate in Live Q&A sessions

## Instructions for chairpersons and speakers

The speaker will use **“Zoom”** for the Live Q&A session / section of the session. A link will be sent by the Project Manager a few days before the session.



# The Zoom session is live streamed to the virtual Forum website, where the Forum participants can view all the sessions.



The screenshot shows a Zoom meeting interface. The main content area displays a presentation slide titled "How to Convert a Client on Instagram Direct Message". The slide is divided into two columns. The left column contains text under the heading "Step 4 Don't be afraid to ask for the order". The right column shows a screenshot of an Instagram Direct Message conversation. Below the slide are three video thumbnails of participants. On the right side of the interface is a chat window with a list of messages from participants.

**How to Convert a Client on Instagram Direct Message**

### Step 4

## Don't be afraid to ask for the order

When followers compliment you, don't be afraid to give them a reason to become a customer.

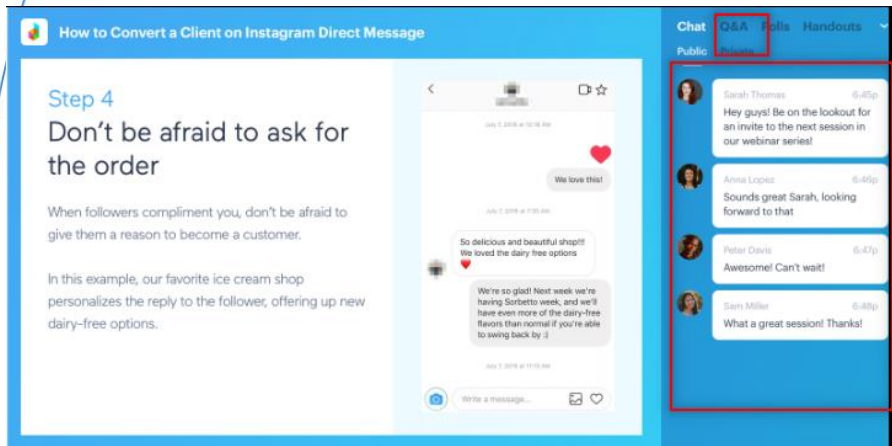
In this example, our favorite ice cream shop personalizes the reply to the follower, offering up new dairy-free options.

**Chat** Q&A Polls Handouts

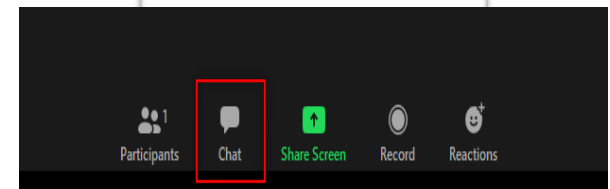
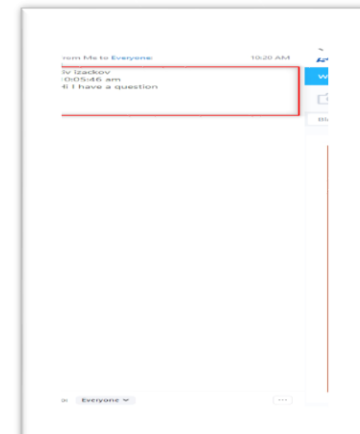
Public Private

- Sarah Thomas 6:45p  
Hey guys! Be on the lookout for an invite to the next session in our webinar series!
- Anna Lopez 6:46p  
Sounds great Sarah, looking forward to that
- Peter Davis 6:47p  
Awesome! Can't wait!
- Sam Miller 6:48p  
What a great session! Thanks!

All the incoming questions will be transferred automatically to the zoom chat and will be visible to all the speakers. The audience will not be able to see the questions.



attendees view



Speakers view

# Session structure

- We will present to the audience the pre-recorded video of the lectures
- After we finish displaying the video we will start the Q&A discussion
- The session moderator will address questions to the speakers
- The speaker to whom the question was addressed to, will answer the question with his/her microphone

# General instructions for the speakers

- Please join the zoom meeting at least 20 minutes before the Q&A panel will start. The exact time will be given by the Project Manager from Kenes, when they send the zoom link.
- Please make sure that you have a good microphone. We recommend using a headset like this if possible:





# General instructions for the speakers

- Please make sure to connect with a webcam
- Please make sure that you are in quiet place
- When you are not speaking please mute your microphone, don't forget to unmute when you want to talk
- It's possible to communicate with the other speakers over the zoom chat during the session, the audience can't see the chat
- Please make sure to connect to the zoom with your actual name, because the audience will be able to see the faculty names in the live streaming
- If no-one asks a question, the moderator should try to engage the Q&A session with their own questions. These should be prepared in advanced

# Connect via phone to the Q&A and helpdesk support



- Together with the zoom link we will also send a zoom telephone number that will be valid for most of Europe, USA and Canada. You will be able to dial in to the meeting if your internet or computer stops working. You will be able to hear the meeting via your phone.
- We will also send a telephone number of the helpdesk team that will be able to help you in real time to connect to the live section if you are having any issues.



# Thank You

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