

## CEO Moderators

### MODERATOR RESPONSIBILITIES

1) Your main job as a moderator is to introduce yourself and the speaker.

#### **Prior to the conference:**

2) As a moderator, you will receive via email: the speaker's information (biography information, brief information on what they will be discussing and contact info). Please use this information to prepare a 3-minute introduction. The conference outline will also be attached.

3) To start your intro, be sure to introduce your self, mention a bit about who you are, what school you attend, your role in your CEO<sup>SM</sup> Club, your major, graduation date and something about your own business if you have one. Then go on to introduce the speaker. Try not to completely duplicate the biography that is in the program. Please be sure to rehearse the introduction you've prepared, it is to be no more than three minutes in length.

4) You **may** be supplied with your speaker's contact information and we would encourage you to contact the speaker prior to the conference. You can inform the speaker of the introduction you've prepared and see if there may be anything he/she would like you to emphasize (were they young when they started their first (and this) business? Impressive size in sales volume and/or number of employees (if not confidential). In your introduction, you will want to emphasize the speakers' achievements and be sure to warmly thank them, as the session ends, for generously donating their time (and travel?) to CEO<sup>SM</sup>. **Be enthusiastic!!**

5) In reviewing your speaker's topic information, try to prepare 2 – 3 questions to ask during the Q&A portion of the presentation. **(This does not apply to Keynote Session)**. This will ensure that there is not an embarrassing silence at the end of the speaker's presentation. If need be, you can start the Q&A off with one of your questions, hopefully opening the floor for further questions. Near the end of the session (depending on time or your judgment), be sure to say, "This will be the last question..." If the session needs help, use one of your questions as the last one.

#### **At the conference:**

6) Please check in at the CEO<sup>SM</sup> registration desk at least **1 hour prior** to your scheduled session. If you haven't already, you will then receive your name badge and program book. If necessary, please check for an extra copy of the speaker's bio at the CEO<sup>SM</sup> registration desk. By checking in **1 hour prior** to your scheduled session, you will be able to meet with the speaker, confirm your meeting room, receive any last minute instruction and give us peace of mind that we'll know that you are present. If you do not show up at least **1 hour prior** to your scheduled session, we will fear you may be a "no show" and we will need to replace you last minute.

#### **At your session:**

7) It is extremely important to start and end sessions on time, as there is only 10 minutes in between sessions. To get a speaker to stop presenting, tell him/her in advance that you will stand up and start pacing as a signal to start wrapping it up, and will do the same to end the session. Should a session run long, check your program to see if you can borrow some time from a networking break that might occur immediately after. **Do not** let your session run over into a mealtime. **(This does not apply to Keynote Session.)**

8) Check to see that your room is neat and that chairs are organized. A “5 -minute” warning sign should be in each room. If the room is not in order, please correct it or contact a CEO<sup>SM</sup> staff member at the conference registration desk to correct the problem. You will be given a short checklist that will need to be completed and returned to the registration desk. **It is imperative that you return this completed checklist to CEO<sup>SM</sup>.**

9) Be sure to include Q&A at the end of the session. Use some of your prepared questions if need be. **(This does not apply to Keynote Session.)**

10) Check the program to see if there is a “Meet the Speaker / How to do it” session immediately following your session. Encourage your assigned speaker to stay for this session. All speakers have been informed and have agreed to participate in this session. At the conclusion **(this does not apply to Keynote Session.)** of the session, **announce to the audience** that you will be escorting the speaker to the “Meet the Speaker / How to do it” room and encourage students to speak with him/her one on one at that session. Give everyone the time and location for this session. Then escort the speaker to this room.

11) If your speaker is going to the Meet the Speaker room, **immediately** escort or have them escorted, to the assigned room. Encourage everyone to move on to his or her next session choice or to follow you and the speaker to the new room. Again, there is only 10 minutes between sessions and the next speaker will need time to setup and be prepared.

12) Please keep the session on time and use the “5 minute” stop sign and pacing to ensure discussion time and a timely end. Again, please start and end on time. The speakers have been informed that you were instructed to end sessions on time, to politely remind them of the ending time and escort them to the “Meet the Speakers” room. **(This does not apply to Keynote Session.)**

Thanks again for your willingness to support the CEO National Conference! We look forward to hearing from you.