

## Moderating a Roundtable Discussion

Roundtable events are an effective way to engage a small group of individuals with similar interests. They are well-suited for clients, influencers, or a mixture.

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### Ideas

Here are a few tips for moderating a roundtable discussion.

#### 1. Enthusiasm

Roundtables are fun. Be energetic. Comments from attendees indicate they enjoy them too.

#### 2. Etiquette

Know your participants. Seat similar level attendees together.

#### 3. Introductions

Please stand to make your welcome introduction. Invite the attendees to introduce themselves.

#### 4. Clarity

Make the focus of the discussion clear. Precision drives a better roundtable experience.

#### 5. Preparation

Have discussion points ready. Ask open-ended questions and listen. Allow the conversations to evolve organically. Involve all attendees. Don't dominate the discussion.

#### 6. Feedback

Ask for written feedback before the roundtable adjourns.

Roundtables can be standalone events or part of a conference. When professionally executed they engage and delight client & influencer referral sources.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.