MASTERING MODERATION: a workshop for conference moderators/facilitators

Moderation is a professional skill you acquire through experience. It’s all about interaction, interviewing, group dynamics, and leading discussions and processes. The best way to learn it is through plenty of practice and by watching the experts.

You’ll be given that opportunity by Kim Coppes and Jan-Jaap In der Maur, who between them have dozens of years’ experience and hundreds of meetings under their belts. In a two-day training course with lots of individual attention, you will practise every aspect of the profession under their supervision. Because that’s exactly what it is: a profession!

Surveys show that participants highly value relevance, quality and effectiveness of both workshop and trainers. They rate ‘Mastering Moderation’ with a NetPromoterScore of 80!

What are we going to do?
Practise, practise, practise. We believe that the only way to master moderation is by doing. During two intensive days we will cover all the basic skills of the profession:

- **Chairing**: How to structure a meeting? How to keep things moving and still go into depth?
- **Moderating**: How do you generate interaction? You’ll gain experience of techniques and tricks that help participants really get talking to each other.
- **Interviewing**: What's the right question at the right time? Whether you’re questioning one person or in conversation with a panel, a podium interview is a discipline in itself.
- **Meeting Design**: How to design a programme that helps achieve the objective of the day? How to define your role in it, being the moderator? Choosing the right tone and pace are crucial.
- **Podium presence**: How do you stand and what aura do you exude? You want to feel confident and move smoothly around the room.
- **Presenting**: How do you write good presentations/announcements? You'll learn how to make content-driven choices, how to choose the right tone, and how to forge connections between your speakers and participants.

‘t was completely interactive: real skills learnt in real time! Training courses often have a positive impact at the time and then the skills are not used or forgotten. This course is still resonating with me and I’m using skills learnt every day’.  

Samme Allen, Head of Business Development at Scottish Exhibition + Conference Centre (SECC)
What will you get out of it?

In this fast-paced workshop you'll get tips and immediate feedback from not one, but two seasoned professionals, who'll be keen to share their knowledge and experience with you. In a select group you'll gain a wealth of experience. Since there'll be no more than 12 people in the group, every participant will get plenty of individual attention. By the end of the course you'll have found out what the profession involves and how capable at it you are, and you'll have taken a major leap forward on the road to becoming an expert.

This workshop is suitable for people who:

- Have some basic experience in moderating and want to take it to the next level;
- Are in a management-position and have to facilitate internal meetings;
- Work for local or national government and have to chair public meetings;
- Are event-professionals or are used to being on stage in other roles (speaker, entertainer, etc) and want to expand their offer to the market;
- Work in PR, communications or advertising, with responsibility for client events, which they want present themselves
- Have agreed without thinking it through to moderate a future event and are now terrified by the prospect
- Want to find out if they have the skills and talent for this profession.

'It was very special. I never learned so much in two days'.
Susanne Altenberg, Head of Unit European Parliament

How much does it cost?

The two-day workshop costs €1190.= + VAT. If you are self-employed, you pay only €790.=. Organisations sending two or more delegates will be given a 15% discount.
Lunch, coffee, tea and biscuits are included. Also, after the course the coaches will stay available for questions as long as you want (by email or phone).

'I would do the same workshop again, in a heartbeat. It improved my moderation skills, but also changed me in my personal and professional life. A profound experience'.
Martijn Winkler, Dutch Directors Guild/VERTOV Digital Storytelling.
Results:

Surveys reveal the relevance, quality and effectiveness of the workshop. Not only does it score an extraordinary NPS of 80, also over 70% of the participant rate the training with a nine or even a perfect 10, while 7 is the lowest score.

On the impact of the workshop, the delegates judge it to be on average 4.3 out of 5 on several elements. A vast majority indicated having learned new things, having improved their moderation skills significantly and having been able to implement the learnings. Overall participants feel, they are better moderators than they were.

The quality and passion of trainers Jan-Jaap In der Maur and Kim Coppes proves to be an important ingredient in the effectiveness of the training. No less than 64% gave Kim and Jan-Jaap a perfect 5 out of 5, leaving 36% not any lower than 4 out of 5.

'It was personal, participative and fun! I found it to be effective, memorable and good value for money. There’s so many skills learnt you can apply right away'.

Peter Wrigglesworth, Every Sense Meeting Design & Business Consultancy

Where and when?

The next workshop will be in Berlin, on 19 & 20 January 2017. When we're fully booked, we'll set new dates. We can also provide the workshop in-company.

The course runs from 9am (9.30 start) to 5pm both days.

On September 1 & 2, 2016 we are bringing the workshop to the Slovenia-region for the first time. At a special Ljubljana introduction price of € 575,= (both for corporate and self-employed participants)

Workshop language: English

How to book

Email to info@mastersinmoderation.com, then once you receive the invoice you pay a 50% deposit and your place will be guaranteed.

For more information you can call Jan-Jaap (+31 6 46113994) or Kim (+31 6 28518149).

'It was a great pleasure to learn with and from Jan-Jaap and Kim and all the rest of the co-participants. One of the best courses I have attended! I loved everything: structure, length, practice, location!'

Sofia Liasi, Mediq International HR Project Manager
The teachers were not teaching. They were helping!
Inge Buijs

Kim Coppes

Kim Coppes is a moderator-facilitator, drama workshop leader, interviewer and trainer in presentation technique, leadership & collaboration, and communication.

Jan-Jaap says about her:

'As a moderator she’s as sharp as she’s disarming. Kim's skills can be mobilised in a wide range of contexts: her personality makes her able to truly connect with any group. She works in a way that’s relaxed, alert and humorous all at the same time.

With her broad interests, there's virtually no subject she can't tackle. And her substantial experience makes her suitable for practically any concept, be it in a huge conference hall or a small management setting, from a serious debate to a lively awards show'.

www.kimcoppes.nl

‘Based on my experience of a lot of other training courses: none were as engaging, effective and fun. And it was a great team building exercise as well!’
Dorthe Nielsen, EuroCities
Jan-Jaap In der Maur

Jan-Jaap In der Maur is a moderator-facilitator, owner of Masters in Moderation.com and writer-director of corporate films.

Kim says about him:

‘Jan-Jaap uses questions as his most important tools and is not easily satisfied by an answer. Neither during the meeting itself nor at the development stage. He spurs on his clients to get thinking about what their true goal is. What demonstrable deliverables should the event provide to make it worth the investment? Clients value his support during the preparatory phase most highly. And on the day itself Jan-Jaap likes to get people thinking; his conviction is that only by shaking things up and asking probing questions can you arrive at new insights. Clear and frank. He’s always on the lookout for substance and interaction. Be it while exchanging knowledge, fostering mutual understanding, collaborating or looking for solutions’.

www.jkwadraat.nl

‘I used to think I was a pretty good moderator, now I know all the things I didn’t know. Kim and Jan-Jaap had solutions for every situation a moderator has to face. Simply an excellent course.’ Elling Hamso, EventROI Institute