Handling Q&A

• Questions are opportunities for you to reinforce your message and elaborate on certain points

• Anticipate likely questions, and practice your answers beforehand

• Listen carefully and attentively to the question

• Never respond defensively nor aggressively

• In large rooms, repeat each question to confirm it and to make sure the entire audience heard it

• Reply to the entire audience, not just to the person who asked the question

• Don’t know an answer?
  − Don’t make one up
  − Qualify your answer
  − Offer to look it up
  − Ask the audience for input

• No questions?
  − Ask the audience some
  − Mention frequently asked questions

• K.I.S.S. (Keep your answers short and sweet)

• Remember: Q&A is a crucial part of your presentation

People who give the best answers are those who know when to stop.