

CONFERENCE CALLING TIPS

Engaging Callers

Conducting a basic conference call is easy. On the other hand, conducting a valuable, engaging conference call requires some planning.

Below are some tips to help you engage your guests:

1. Have guests introduce themselves at the start of the call.
2. Stop and ask for input during the call presentation.
3. Share in the call operation. Assign tasks to team members to increase engagement. For example, have one person moderate the call, one person take notes, one person keep track of time, another person write down unanswered questions, etc.
4. Ask specific questions. Avoid generic and general questions that can move the call off task.
5. Consider breaking a large call into smaller brainstorming groups. If call is smaller in size, consider asking a question and allowing each person time to comment. Use guest's names when possible.
6. Use multiple speakers. One voice can become boring after a while.