

ISPOR Healthcare Investment Summit 2026

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Q&A: A Guide for Success

A vital component of engaging sessions is the opportunity for the audience to participate in active discussion and Q&A. This guide provides questioning strategies to increase engagement and offers best practice tips to execute these strategies.

STRATEGIES FOR ENGAGEMENT

You don't need to wait until the end of the session to engage the audience in Q&A! **These questioning strategies get the audience engaged and help facilitate a robust Q&A session.**

Capture Their Attention

- **Start with a question and get attendees to ask their own questions early.**
"I am a project team leader, and I must facilitate a team meeting to finalize our plans for an event. Over half of the team will need to join the meeting from various remote locations. Is this a familiar scenario in your workplace?"

Foster a Positive Environment

- **Encourage attendees to share their learning goals and reduce common anxieties.**
"Something I struggle with when I'm teaching online is my pace. I don't always move slowly enough for people to catch everything I'm doing. What is something you struggle with when teaching an online session?"

Make the Content Relevant

- **Identify prior knowledge and connect to real-life applications to learning.**
"What is one way you could apply this process to complete a task in your day-to-day work?"

Provide Cognitive Support

- **Check for understanding and review and elicit questions from attendees.**
"Please take the next 60 seconds to review your notes about the topic we just discussed and try to identify any gaps in your understanding. What questions do you have about this topic before we move on to the next item?"

BEST PRACTICE TIPS

- Prepare 2-3 questions in advance in case attendee Q&A is slow to get started.
- The session moderator should announce the timing of Q&A at the beginning of the session. Q&A is best held after all presentations at the end of the session.
- Repeat each question clearly before directing it to the speaker or speaker(s) who can best answer it.
- As the Q&A portion begins, let the audience know how much time is allotted for questions.
- Don't end the Q&A portion abruptly. Let the audience know how much time is left. Announcing the timing of Q&A reassures the audience that they will get to ask their questions and encourages them to start thinking of questions.
- When the speakers have finished answering all questions, repeat the main theme or key message of your session to bring closure to the session and reinforce the main points of the session before concluding the session.