



Hans Etman

Masters in Moderation finds you the perfect moderator

Agent provocateur or cooperative connector?

After ROI, Meeting Design and Event-Tech, the 'next big thing' will be Meeting-Moderation. That is the firm belief of Hans Etman and Jan-Jaap In der Maur, managing partners at Masters in Moderation. "Choosing exactly the right moderator-facilitator for each occasion makes meetings and events more effective, more fun and definitely more worthwhile", they say.

Masters in Moderation are the only agency worldwide which is completely focussed on moderator matchmaking and coaching. Pioneers in the industry In der Maur and Etman want to provide every meeting, however large or small, with

the perfect moderator. "That might be a carefully selected professional", says Jan-Jaap, "or a well-trained candidate, facilitating for the occasional event only."

The best moderator

A great moderator is sensitive to the atmosphere in the room, is flexible, yet goal driven and knows his way around a wide variety of skills; from group dynamics to body language, psychology, debating, interviewing, interaction, facilitation, etc.

But a great moderator is not always the perfect moderator, according to Hans Etman: "The fact that you've seen someone perform well, doesn't necessarily mean he will make your meeting effective. Every congress, seminar, brainstorm, convention or management meeting is unique, and so is every moderator."

Masters in Moderation have a tried and tested selection method, taking into account the skills needed for the event, the personality of the moderator, the kind of meeting and

the relation the moderator should have to the topic. Speaking from personal experience, Etman gives some examples: “One moderator might be more of an entertainer, while another excels in a journalistic approach. There’s the host on the one hand and the debater on the other. Some of them are ‘agents provocateurs’, others ‘cooperative connectors’.”

“Furthermore, we take into account whether you organize an award show full of happy people or a town hall meeting with an angry mob ... or any kind of meeting you can think of. On some occasions, someone from within your own organization might be the right choice, or an expert on the subject. Or maybe, after careful consideration, you decide to go for a celebrity or a professional moderator.”

The moderators at Masters in Moderation speak English, German, French, Spanish, Italian, Dutch and even languages like Urdu, Arabic and Hebrew.

The value of moderation

Why should meeting owners invest in the moderation of their events? Being a seasoned moderator himself, In der Maur has a mathematical equation to prove the value of moderation: “An effective, high ROI meeting = objective x meeting design x moderation. And you don’t have to be a professor in maths to understand that if you don’t get a maximum score on either of the elements, your end score will not be 100%.”

“What emphasises the value of moderation even more”, Etman adds, “is that the objective and the meeting design are ‘just on paper’. It’s the moderator that has to help make it happen on stage. That’s a big responsibility that you do not want to put into the hands of the wrong person.” ■

For more information:

www.mastersinmoderation.com

Coaching and workshops:

www.dagvoorzitter.nl/training-coaching.html



Lars Sorensen
(foto Jasper Suyk)

Lars Sorensen is a frequently booked international moderator. If you are looking to create engagement, energy and an experience, this representative of the ‘Dutch School’ might be a great candidate.

“Working internationally”, Sorensen says, “is a great challenge. On the one hand, there are the different cultures, demanding a carefully executed ‘moderation design’. And on the other hand, all participants have the same needs and wishes: we all want to be seen, heard and acknowledged. I’m convinced meeting makes the world a better place, and I feel blessed I can help the process of getting there.”



Jan Jaap In der Maur
(foto PunkMedia)



Gerrit Heijkoop



Otto Wijnen

These days, moderation often means performing online. Hybrid moderation brings the rest of the world into your meeting and your meeting into the rest of the world. This requires a different kind of moderators, able to interact with remote participants, connecting them to the ones on site. Hybrid, if executed well, is much more than just video-streaming the event. Masters in Moderation offer the services of two hybrid skilled professionals: Otto Wijnen and the internationally well-known expert Gerrit Heijkoop.