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# Captation Benevolentiae

“Coopt **benevolent** attitude”

Make the audience feel important

Be mildly bold on achievements

Do not start with apologies

Do not start with round of intros

Be quick, early attention is golden

Give an **overview of schedule**  
and order of interventions

and make sure time is respected!

Include people, allow questions  
at reasonable intervals

leave long answers, criticism and self  
promotion for the final Q&A

Show your knowledge of participants:  
name those you know to introduce their  
intro, make a **very small intro** for them

Prepare slides: use our template

Be Visual

few big words, images

Prepare your setup  
clothing, background, light  
quality of sound is very important



Be on top of the technical setup  
make sure you are able to fix problems  
or to have someone ready to fix them

Occupy as less place as possible  
you are a facilitator, not a guest  
do not prioritize your questions  
leave space for variety