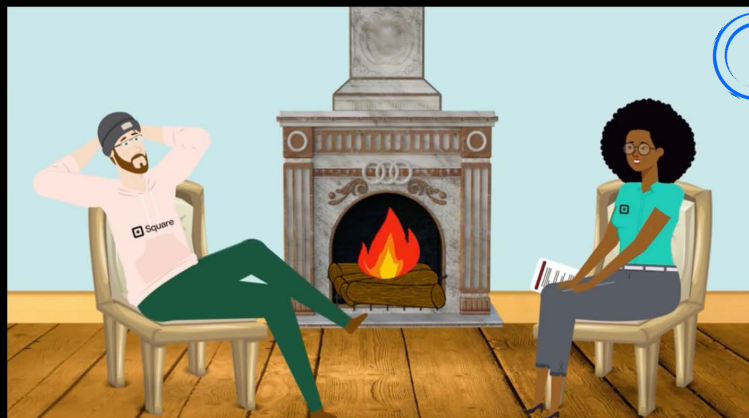


Hosting a Fireside Chat

Quick Reference Guide

You can use this guide to help plan and/or host your next Fireside Chat. For more learning on this topic, check out the [eLearning module](#) on Square Learning.



Purpose & Tone

A "fireside chat" is an informal, relaxed conversation where an interviewer asks a leader / speaker to answer questions, offer insights, share thoughts, and provides inspiration on a specific topic or series of topics. It is also an opportunity to connect thought leaders at Square with others at Square or around Block.

Here are some "getting started" questions that will help you define the purpose and tone of your Fireside Chat.

- Who is the audience?
- What is the audience concerned about?
- What are you trying to convey with your topic / speaker?
- What are you informing the audience about?
- Why would someone care / be interested in this?
- Does the topic fit with the typical tone of a Fireside Chat?
 - Informal
 - Casual
 - Motivational
 - Inspirational
 - Human / Relatable

Preparation & Planning

<input type="checkbox"/> Identify the interviewer	Determine who will facilitate the chat, ask questions, and respond real-time.
<input type="checkbox"/> Identify the purpose and topic	Define the topic, scope, purpose, and tone of the chat.
<input type="checkbox"/> Identify the speaker(s)	One, two, or a panel of selected (and willing) participants.
<input type="checkbox"/> Identify the format / venue	Consider: virtual, in-person, pre-recorded, or live. Duration, format, and audience participation.
<input type="checkbox"/> Source and organize questions	Create, curate, and group questions by theme.
<input type="checkbox"/> Create an outline	Outline the session, order of events, agenda.
<input type="checkbox"/> Create your project plan.	Map project plan (including kickoff, check-ins, reviews, sign-offs, dry-runs).
<input type="checkbox"/> Create your communication plan	Create marketing plan, ways to promote, and drive interest / attendance.
<input type="checkbox"/> Meet with stakeholders	Set expectations, review / revise questions, update on status, remove blockers.
<input type="checkbox"/> Recruit a moderator	Enlist meeting moderation manage Slack, engage with audience, & solve technical issues.

Objectives & Outcomes

What types of things should the fireside chat accomplish?



- ✓ Inform
- ✓ Clarify
- ✓ Reinforce knowledge



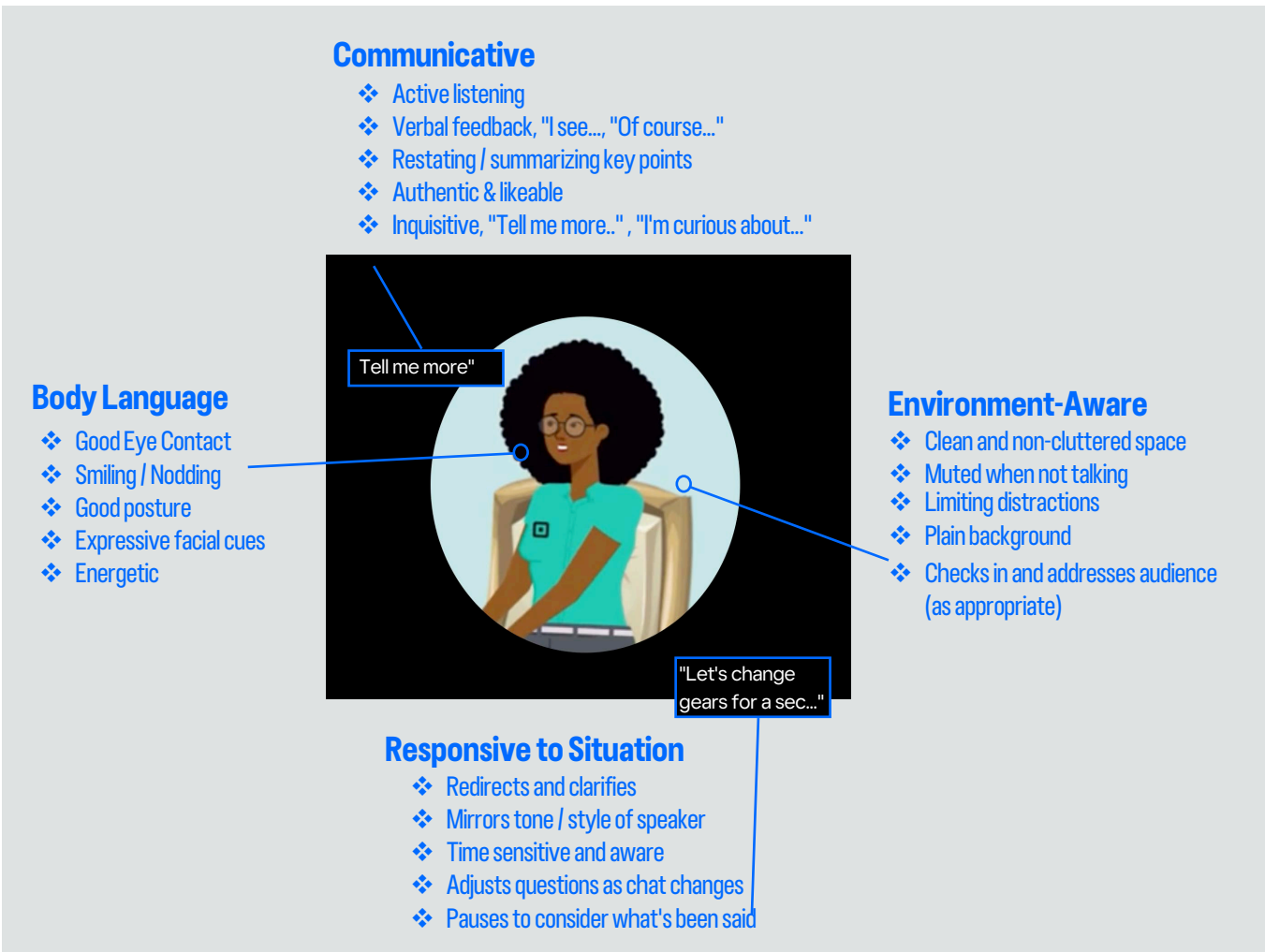
- ✓ Motivate
- ✓ Inspire
- ✓ Promote Innovation



- ✓ New thought
- ✓ New action
- ✓ Creativity / new interests

Facilitation Skills & Practices

For good facilitation skills and practices follow these tips and tricks.



Tech, Feedback, & Follow-up: 3 Key Considerations



1. A moderator is key! (For Slack, Google Meet, tech issues)
2. Gather feedback (Simple survey, Slack polls, retrospectives)
3. Have a plan for follow-up (Unanswered ?'s, calls to action, communication.)

Key Resources

- [Sample Fireside Chat Outline / Script](#)
- [Google Meet Livestream Instructions](#)
- [Moderating in Moderation \(Slack Best Practices\)](#)

Articles

- [How to Create an Unforgettable Fireside Chat at Your Event](#)
- [Four Way to Host More Effective Fireside Chats \(Poll Everywhere Blog\)](#)
- [The Complete Guide to Successful Fire Chats \(Slido Blog\)](#)
- [How to Present a Fireside Chat in Four Easy Lessons \(Forbes\)](#)