

Communicating with *impact*

Key elements of moderation



01. Clarity

It is essential to express ideas in a way that is clear and understandable to all participants. This means avoiding unnecessary jargon, using accessible language and structuring information logically.

02. Empathy

A good moderator must be able to put him or herself in the participants' shoes and understand their views and concerns. Empathy facilitates the creation of an atmosphere of trust and openness in which everyone feels heard and valued.

03.

Active listening

Effective communication involves not only talking, but also listening. An effective moderator must be able to pay attention to participants' contributions, ask relevant questions and synthesise information in a constructive way.

04.

Visual impact

Using visual aids such as charts, diagrams or presentations can help reinforce the message and keep the audience engaged.

05.

Body language

In addition to "what you say", "how you say it" is very important. Tone of voice and cadence of voice and body language play a crucial role in conveying the message with impact.

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