

A guide to Q&A and moderation



A background image of a meeting in a bright room with large windows. Several people are seated, and their hands are raised in the air, indicating an interactive session. A man in a suit is standing in the background, possibly a facilitator. The image is overlaid with a dark semi-transparent box containing text and decorative elements like a blue circle and white plus signs.

Introduction

The Q&A is an important part of any shareholder meeting and can present a range of opportunities for organizers.

It's a fantastic moment to offer transparency and improve the efficacy of your event by answering questions from your stakeholders, addressing important stakeholder groups, discussing key topics and providing insight into the workings of your business.

And, with shareholder engagement at meetings increasing – the number of questions sent per meeting was up 23.5% in 2022, a well maintained Q&A is a necessity for encouraging discourse for both in person and remote participants at AGMs worldwide.

Advancements in meeting technology have made the process of asking and answering questions during the live Q&A much more streamlined, essentially providing parity of experience to both remote and in person attendees. Now, with the help of in-room and virtual microphones and expert moderation, a well managed Q&A session with a steady flow and minimal disruptions can be achieved for all participants, wherever they are in the world.

Whether you're looking to run a remote, hybrid, or in person event, this guide will take you through the various options available to help you manage the Q&A process at your next meeting.



23.5%

increase in questions
received in 2022



In-room microphone

The Connector is an easy-to-use, wireless handset that puts a microphone in the hand of your in-room participants without the need to wait for a roving microphone.

When microphones are activated, participants can join a queue by following some simple on-screen steps. This queue is displayed privately to the chair who will call the participant to speak and the Lumi operator will make the participant microphone live until the next question is called. The previous speaker is then moved into the chair's spoken list.



Virtual microphone

The Lumi virtual microphone is the newest addition to our suite of tools, and allows organizations to integrate audio questions into virtual or hybrid meetings. It allows your meeting participants to have their voices 'heard', as if they were in the room.

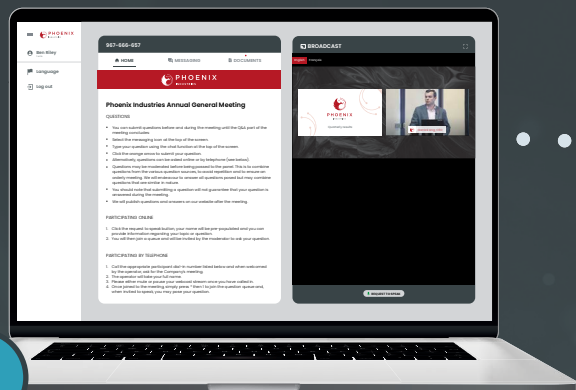
To ask verbal questions, participants can:

- Dial in
- Click the request to speak button



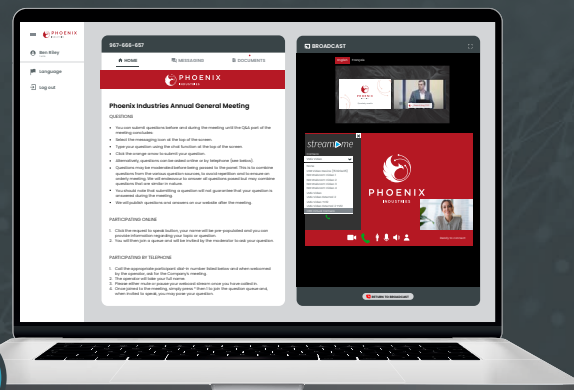
Virtual microphone: How it works:

1



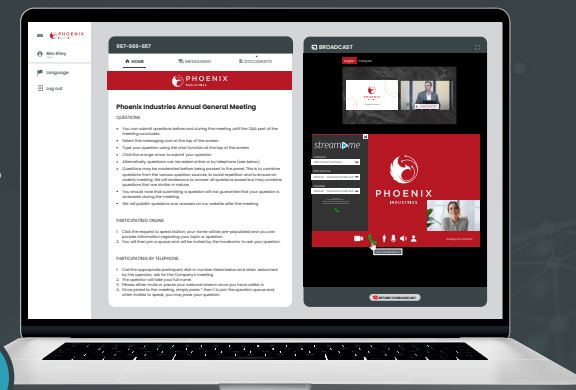
When a participant joins a meeting they will see a request to speak button in the broadcast pane.

2



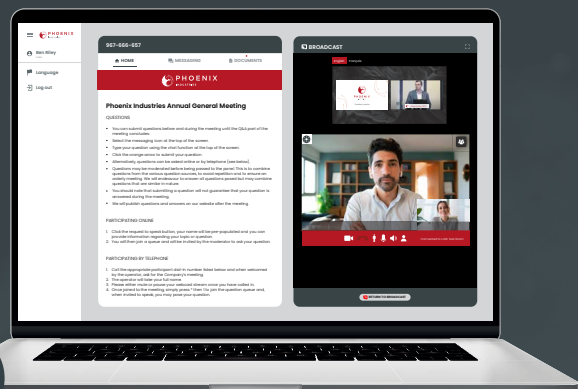
Once a participant clicks the request to speak button, they can select their camera and microphone.

3



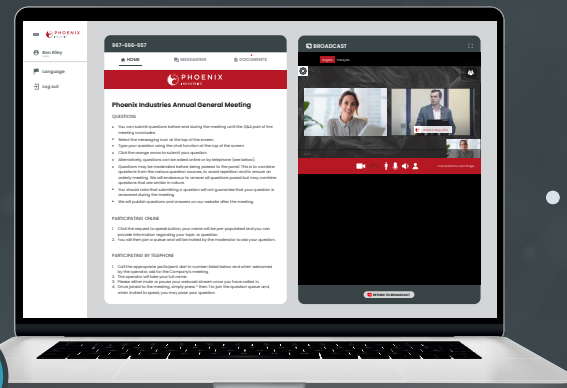
The participant needs to press the telephone button to join the queue.

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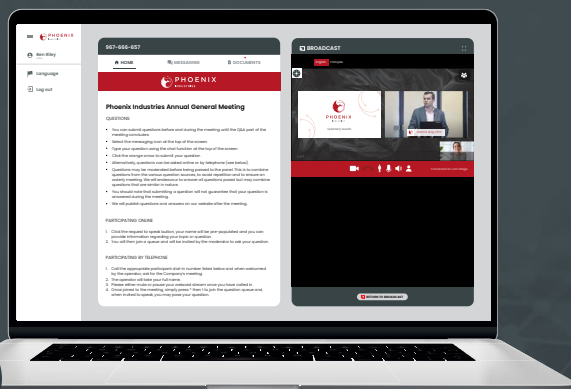
4

The participant is authenticated by a moderator who requests information on the question being posed.



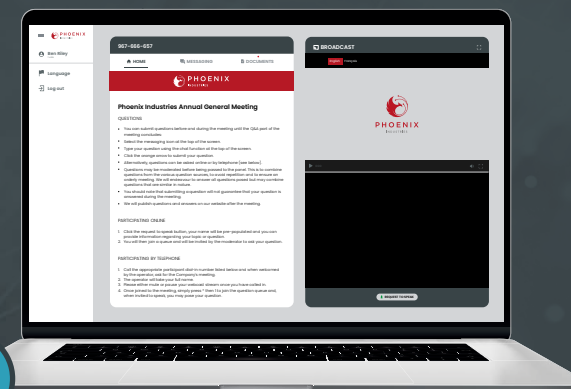
6

The dynamic buttons change and inform you that you are connecting to the meeting.



5

The participant is then put into the queue to speak. Only the participant will see their preview.



7

Once the participant has finished speaking they can re-enter the queue or return to the broadcast.

Written messaging: How it works

1

Authenticated participants and guests (optional) can submit messages of 250, 1,000 or 3,000 characters.

2

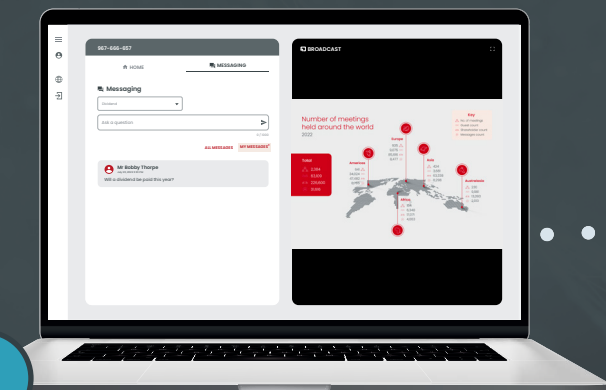
To write or view messages, select the messaging icon from the navigation bar. Type your question into the 'Ask a question' text box.

3

Participants can categorize their question from a list of pre-set labels to further assist moderators.

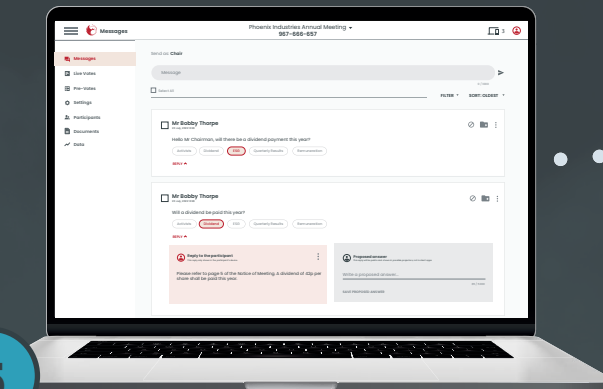
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4



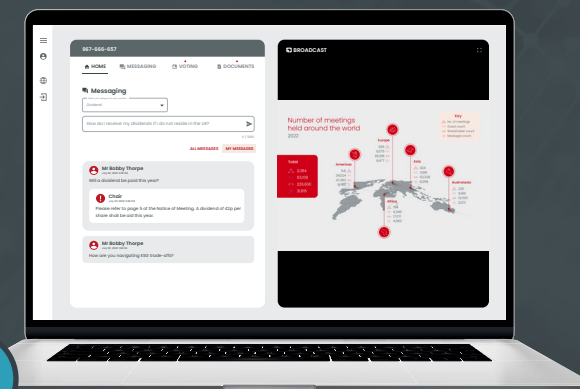
A pop-up message will acknowledge receipt of the message and it will also appear in the 'My Messages' tab.

5



Submitted messages will then appear in the moderators dashboard and can be prioritized, sorted and filtered before being displayed to the chair.

6



Moderators have the opportunity to directly reply to shareholders if appropriate, this reply will appear in the 'My Messages' folder.

Moderator dashboard

The moderator dashboard allows you to monitor and review the questions coming in during your event with ease.

Published

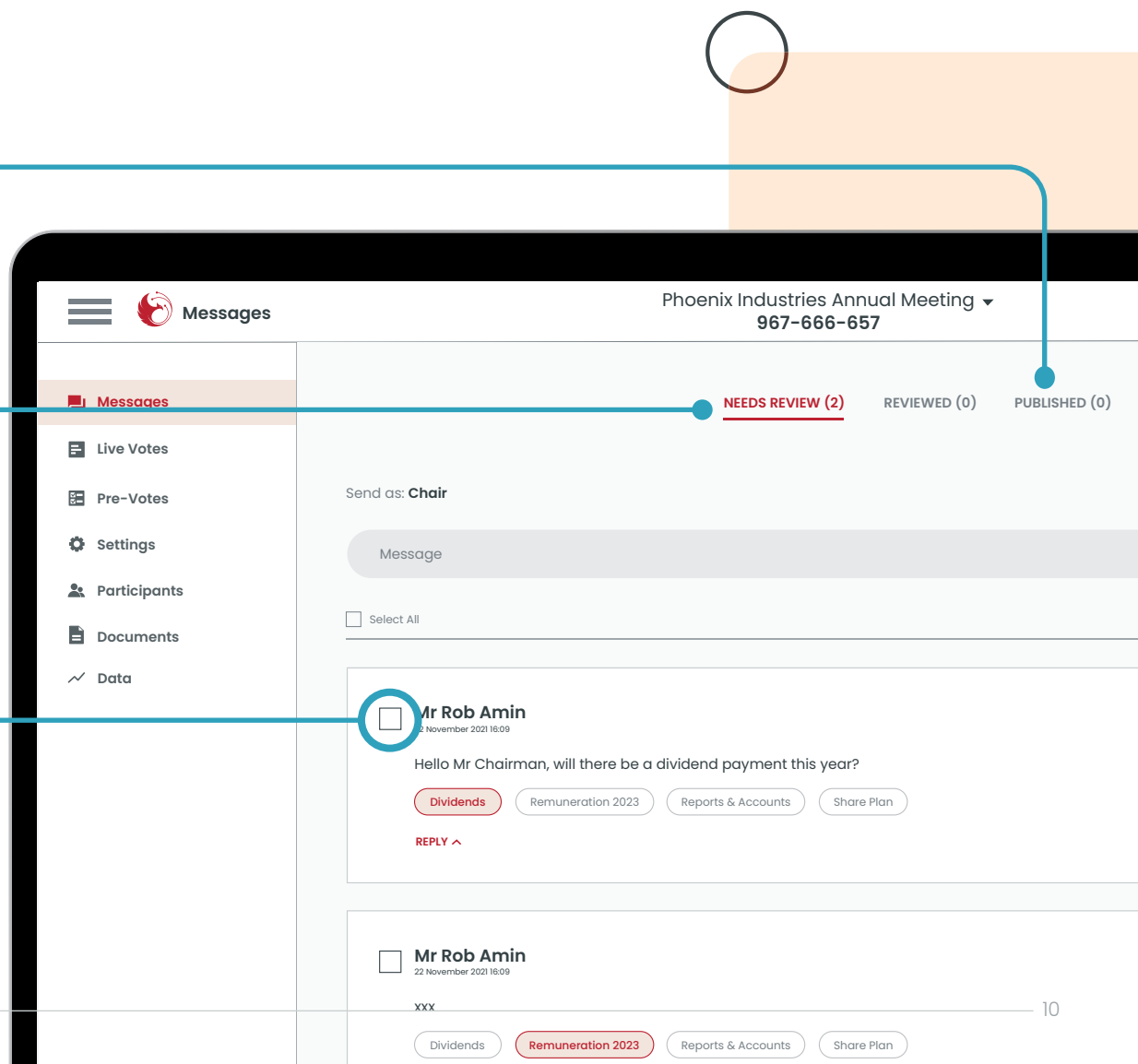
If you send a question to the “**Published**” tab, it will be readable by all Participants that are currently logged onto the platform.

Needs review

Select your question in the “**Needs Review**” tab by clicking the selection box in the upper left corner.

Moving questions

Click on the icon to the right of the question. You can also select multiple questions.



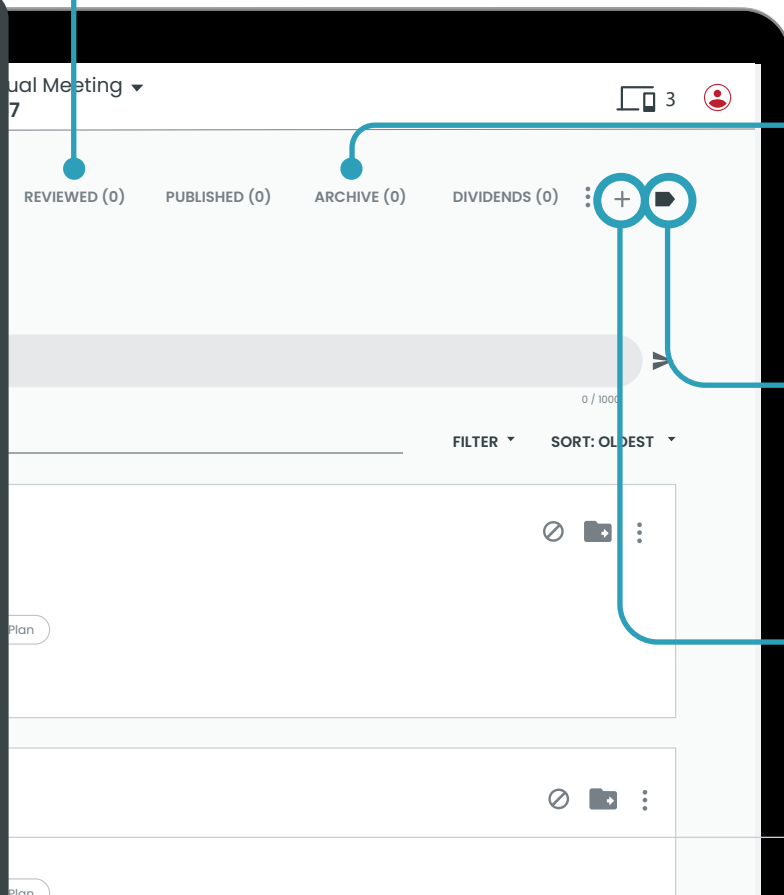
Reviewed

To send a moderator message to the chairperson, make sure you put your message in the “Reviewed” tab.

Once in the “Reviewed” tab it will show on the projector window on the chairperson’s screen.

Projector screen

Can be used by more than one user and is not limited to only the chairperson.



Archive

When the question is answered, select it from the “Reviewed” tab and send it to the “Archive” tab.

Labels

Labels can be created and optionally shared to participants to help categorize messages.

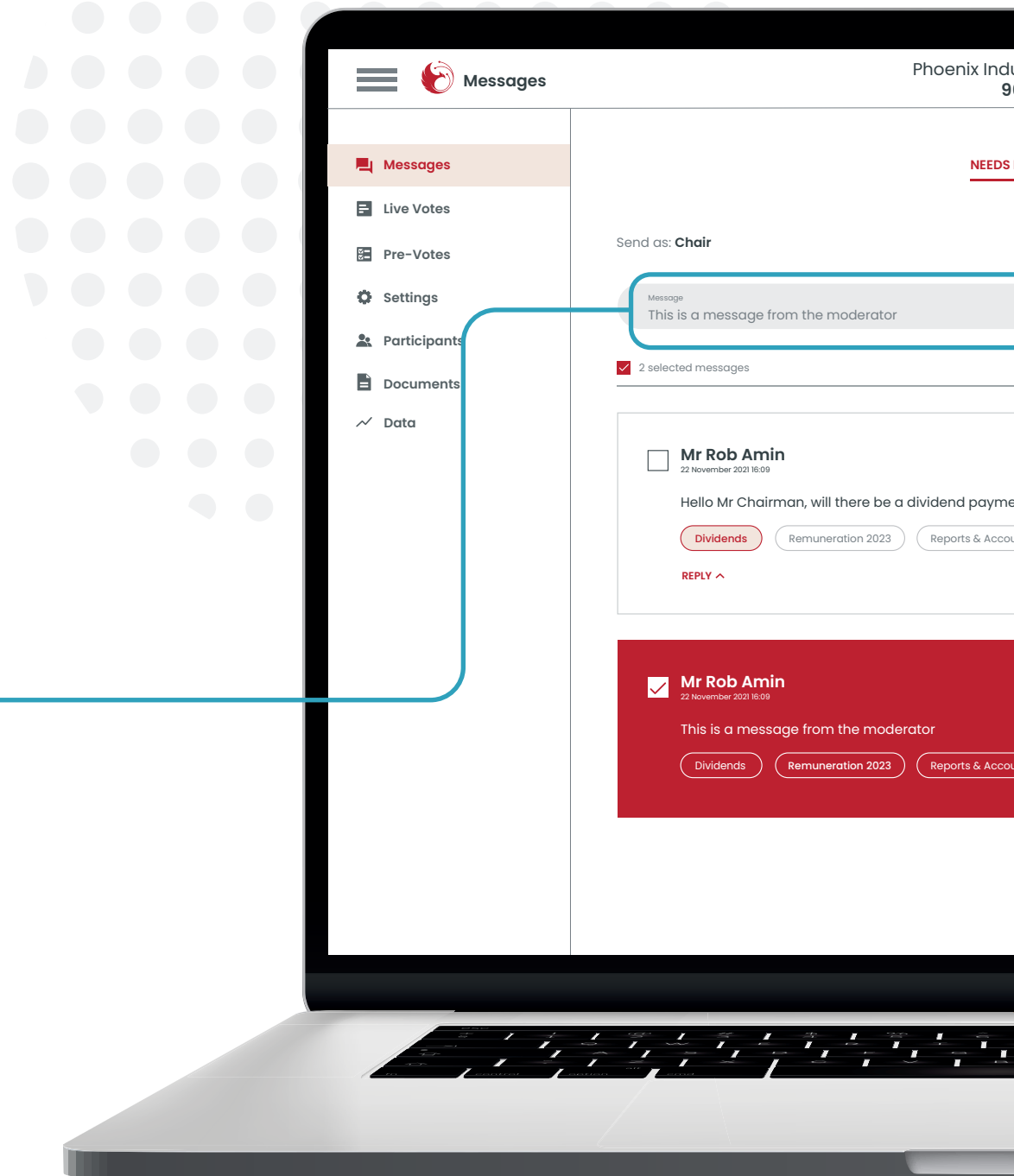
Folders

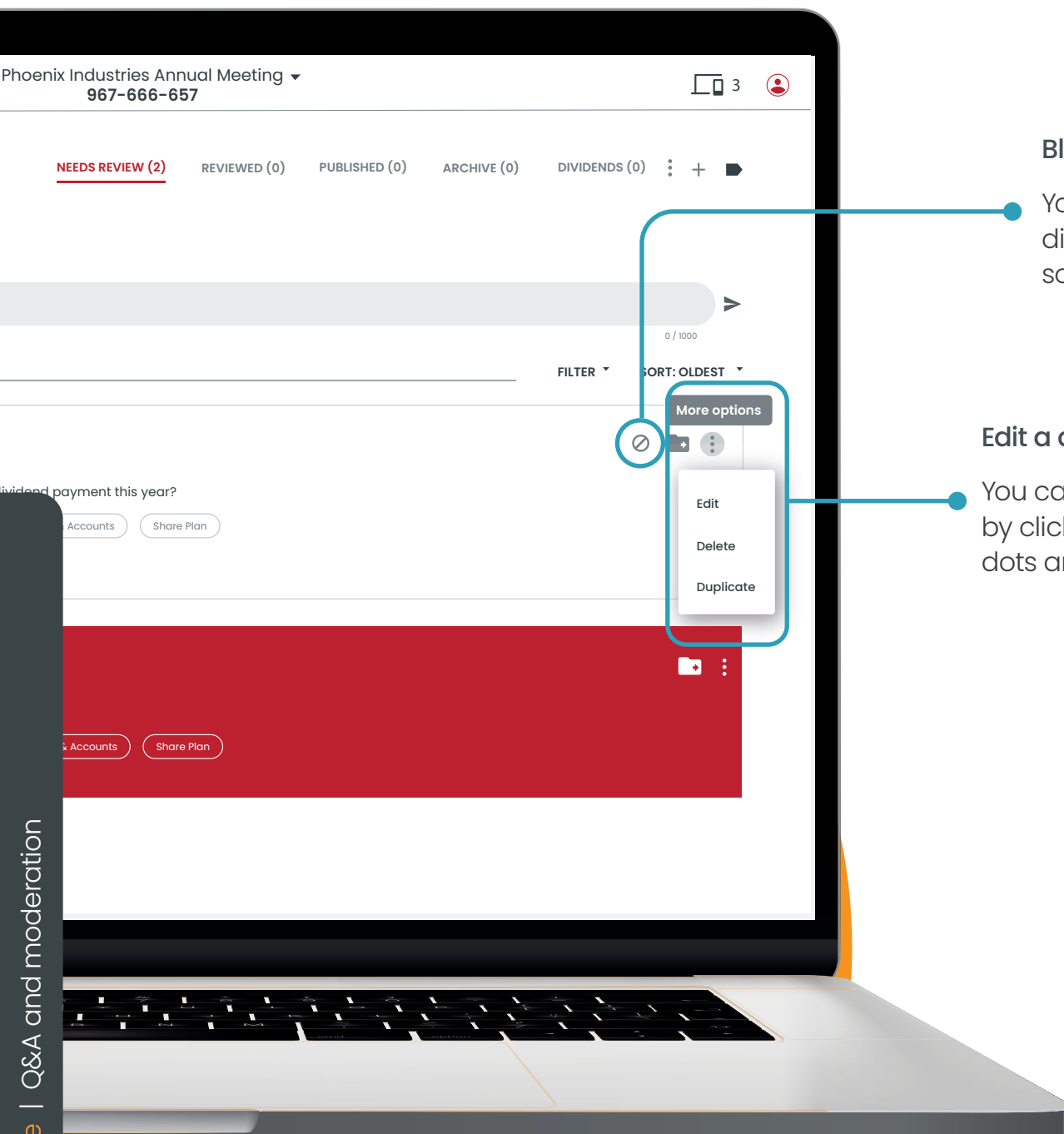
Additional folders can be created if required.

Other features

Send a message to your chairperson as a moderator.

To communicate internally during the meeting, simply select the appropriate tab and type and submit your message. An internal message will appear in bold so it's easily identifiable.



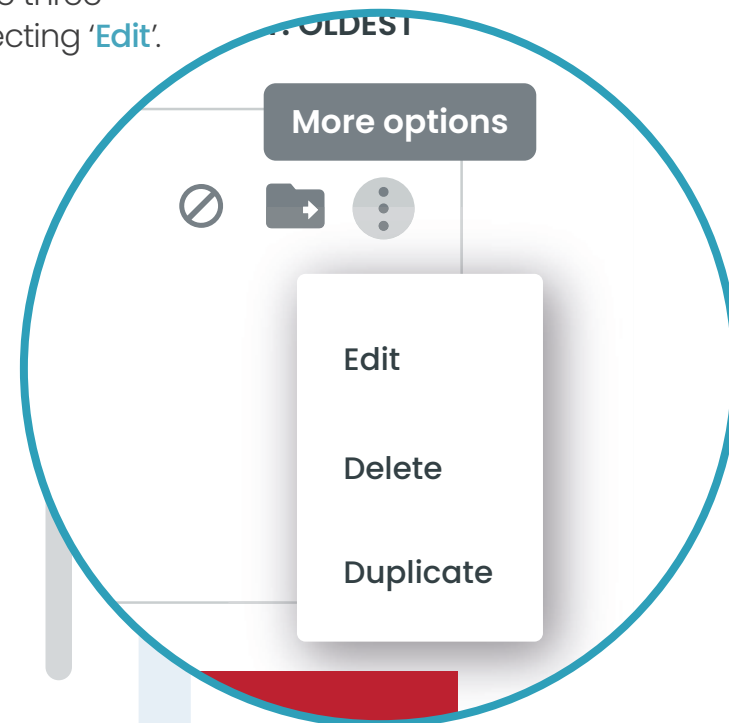


Block participant

You can make someone's messages go directly to the "Archive" tab, if needed. To do so, click the stop symbol next to their name.

Edit a question

You can edit a question by clicking the three dots and selecting 'Edit'.



Chairperson view

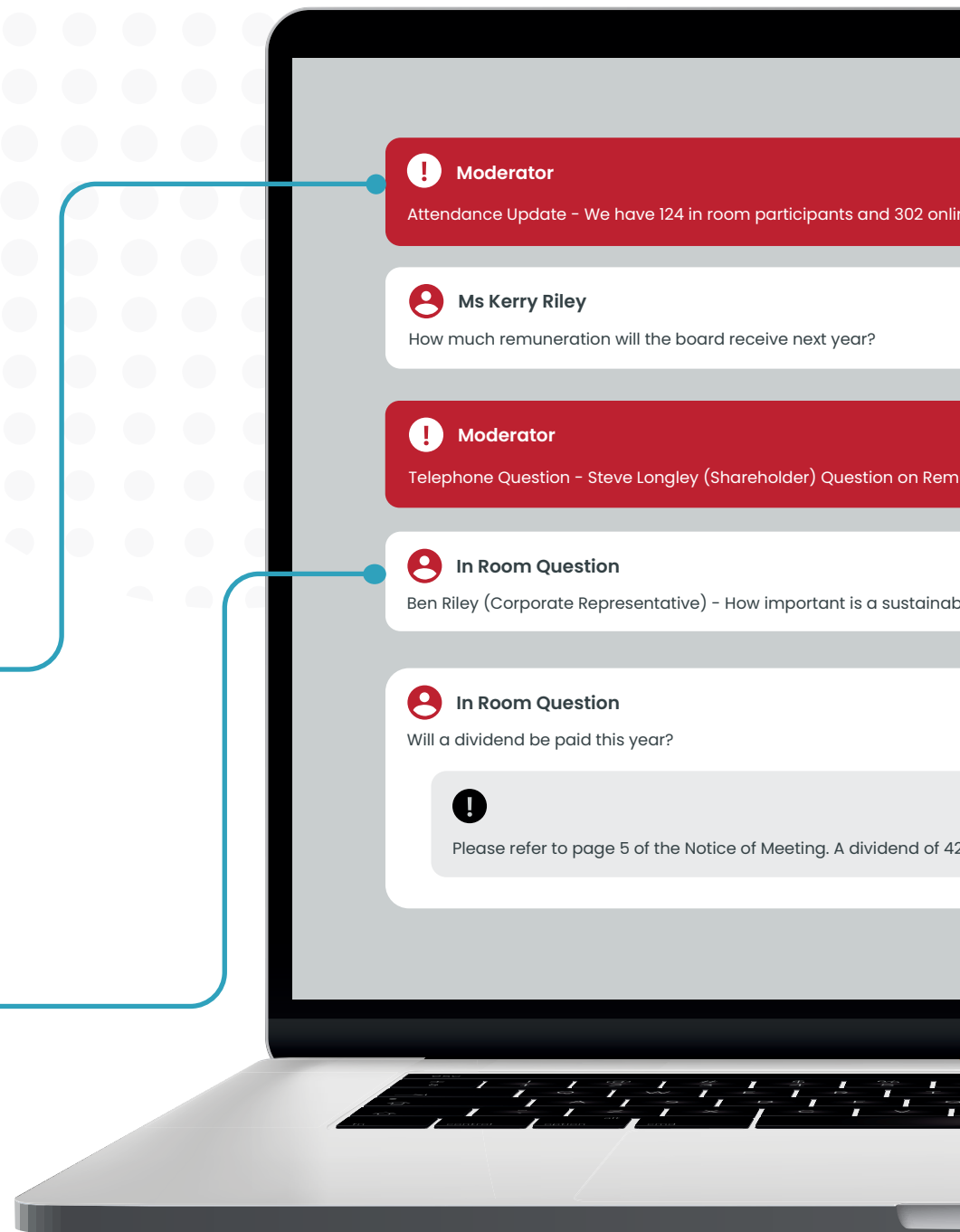
The chairperson view can be used to help govern the Q&A session. Each view can be customized to be seen on a laptop or tablet and is configured to show written and verbal messaging taking place in real time.

Moderator messages

Moderator messages are differentiated from participant messages.

In-room questions

The Lumi platform can support in room question registration in order to further streamline the meeting and assist in a controlled Q&A.



Zoom participants and 302 online participants

and receive next year?

Remuneration 2023

(Shareholder) Question on Remuneration

important is a sustainable business to us?

Question Point A

Dividend

meeting. A dividend of 42p per share shall be paid this year.

Labels

Selected labels appear with the message and provide a quick and obvious subject to assist the chair.

Answers

Moderator appended answers appear alongside questions to support the chair.

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