



Your questions answered:

QUESTION	ANSWER
How do we build networking in, rather than adding on?	Go to https://payhip.com/meetingdesign to find an example of a CAT-Script. This shows how to build it into a session. The speaker gets 3 x 10 minutes (Half hour) to speak, and the rest goes to the participants. This would make a 30-minute session 60 minutes long (adding on). If you have 60-minute sessions, you may re-design the script, so the speaker gets less time to speak. (building it in). Thirdly you may choose to make sessions longer (e.g. 90 minutes and just add 3x10 min CAT (Adding it on)
Do you have any advice on using this method for follow ups and conversions?	The one thing is to recommend people to exchange contact details during the last CAT. When they do, there will be more contact.
How can we harness the power of AI to make networking more effective?	Matchmaking for better CAT conversations? Yes, apps can be great to collect input. We even called that C&I (Even closer to Q&A) 'Conversations and Input' - AI can help condensing it down and finding consensus points.
How do we use CAT with very high-level events (EU style, political, more serious events?	Make it serious. Use strategic goals. Collect their 'output'. Ask the organiser what they would like to 'collect' from the Participants brains. <i>"What would you like to know?"</i>
(Similar) How to include interaction when it is a scientific conference with presentations or panels and the client is not convinced an icebreaker is needed?	CAT is much more than an icebreaker. Don't introduce the technique, but start with questions: - "What would you like to know from participants?" - "How important is networking for you?" - "How do you feel about Q&A?" - "Can participants learn from each other?" Scientific conferences are challenged by the accreditation engine. 600 speakers of 10 minutes. It is a business model that builds up a big wall keeping CAT's out. Let me know if you succeeded!

Q&A, conversations, learning - I have clients who say: my participants just want to relax, chill, chat, have fun, listen rather than actively participate. That is just as valuable to our community as learning?	Those clients say: “chat, have fun, listen”? That is exactly what happens with CAT?! 😊 As it is happening in the sessions, it does not take away from the relax and chill stuff. Ask them questions like: - “What would you like to know from participants?” - “How important is networking for you?” - “How do you feel about Q&A?” - “Can participants learn from each other?”
Are meeting professionals the right people to make this happen?	Whether that’s a professional meeting manager, the CEO, the product manager, or the president of the association; in short, the meeting owner . Meeting planners can generate success by benchmarking it. Then the CEO can make it into a SOP (Standard Operating Procedure).
What about interaction while wearing & listening to presentations using systems - headsets?	I did a session with Headsets at IMEX for MESA: people take them off for conversations. It works!
Let's talk networking for introverts; does CAT still work?	Of course, it probably helps. Many introverts find ‘small talk’ uncomfortable, but this is far more focused and in small groups most are comfortable to speak. You can find scientific reports on the ideal size of groups, introverts in conversations, etc.
What makes for a memorable connection?	“Swift trust” is a good one: Know, Like, Trust. Those are the steps. In conversations on a mutual topic, people switch to swift trust, just to get useful conversations. This makes for an extreme speed in screening peers. People will remember the new contacts.
Why would a speaker give time away?	Evidence-based - delegates get MORE value from a speaker who enables CAT discussion around their presentation. Convince speakers by sharing the video for speakers on https://payhip.com/meetingdesign

Thank you to [Maarten Vanneste](#), Author, Speaker, Consultant and President of the [Meeting Design Institute](#) for the overall session!

If you would like to be included in a “CAT’s up?” WhatsApp channel with Maarten – please email him on maarten.vanneste@meetingsupport.org

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