**The Importance Of Questions And Answers In Your Webinar**

When you run a webinar, there are required sections. One of the most important of these is the question and answer (Q & A) session. With a webinar you will have the opportunity to interact with your participants and you need to take advantage of this.

To provide the best webinar only speakers will be able to speak, while your audience will be able to ask you questions by typing into the chat box. This is the best way to handle questions as allowing attendees to speak will lead to chaos.

Your Q & A sessions give you the opportunity to engage your audience. By engagement, we mean generating feedback from the attendees about your content and offer. These actions are proof of the interest shown to you by the individuals who attend your webinars.

**Warm up your Audience**

You will get the best results from your webinars when you stimulate questions. Reading out attendee questions and providing good answers will ensure everyone is involved. You can use different webinar features to encourage discussions such as surveys, small quizzes, contests, etc. There are a number of ways that you can bring your webinar to life.

**Provide Valuable Content**

Your good intentions with a webinar are not enough. You should also come up with valuable content for your attendees. This will help position you as an expert and will prompt questions in your Q & A session.

Here are some good tips to follow when it comes to your main content:

* Do not provide content that is different from what your title and description suggested
* Don't hesitate to reveal information that educates your audience
* Choose a speaker who is an expert in the niche and comfortable with making a presentation
* Don't just sell with your webinar

It is by learning something valuable that your attendees will want to ask more questions because you will have succeeded in arousing their interest.

**Use a Methodical Approach with Questions**

Once you have questions, it's up to you to be methodical in your approach. This includes not making a selection - and not forgetting anyone. Sometimes you will have an easy number of responses to manage, others less.

In addition, you may have questions of different degrees: some will be very simple, others will require a real mastery of the subject (which will only strengthen your position as an expert). You need to prioritize the questions you are going to answer.

Take the time to recall the first name of the sender of the question, and to respond. If the question does not seem relevant to you, suggest to the person an exchange of emails at the end of the webinar.

Finally, if you have a large amount of attendees, you may have difficulty managing alone. Plan ahead and do not hesitate to be accompanied by a moderator or an assistant that can make the job easier for you.

This additional person does not need to participate in the webinar. They need to organize the questions taking note of any duplicates and prioritize them for you. You can also ask them to type the answers that you provide into the chat box so everyone can see these.

Never omit a question and answer session in any of your webinars. Attendees will be expecting to have the chance to have their say and you must provide this to them. By caring about their questions you are much more likely to encourage them to purchase your offer.