

Stop Dating LinkedIn and Get Engaged Already: How to Drive Real Results on LinkedIn

Speakers:

Mike O'Toole, *President, PJA Advertising + Marketing*

Matt Magee, *VP, Digital Strategy, PJA Advertising + Marketing*

Charlie Breckling, *Managing Director, Marketing, Executive Education, Harvard Business*

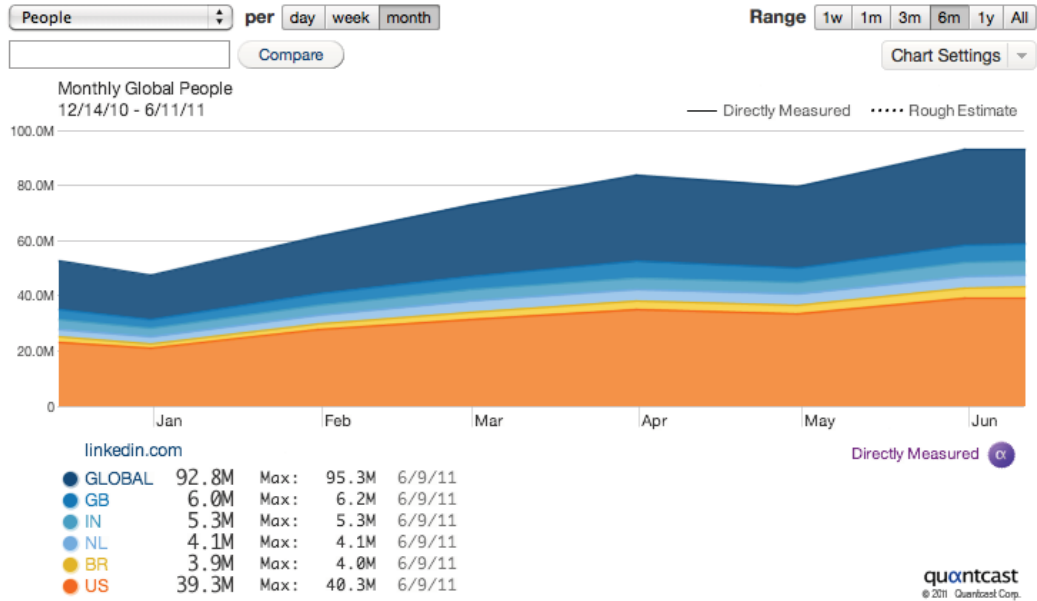


Panel Discussion

- Using LinkedIn strategically to respond to the buyer journey
- Examples of key tools and tactics for :
 - Listening to generated market insights
 - Reaching targeted audiences
 - Generating engagement
 - Generating leads and revenue
- LinkedIn Post-IPO: 5 Reasons it could be worth its valuation

Traffic

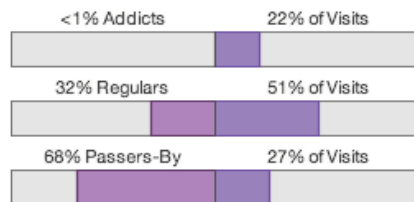
Updated Jun 12, 2011 • Next: Jun 13, 2011 by 9AM PDT



Data from Quantcast

LinkedIn

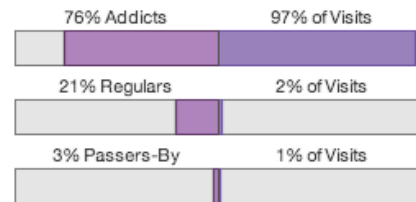
US



[Embed](#) | [See Traffic](#)

facebook

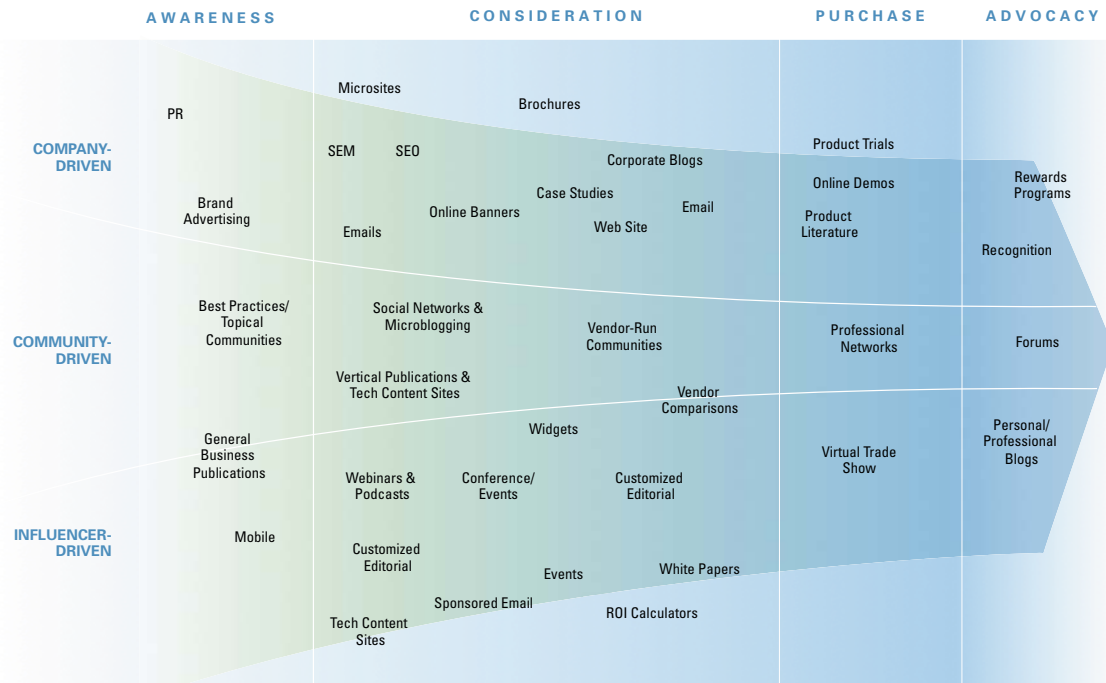
US



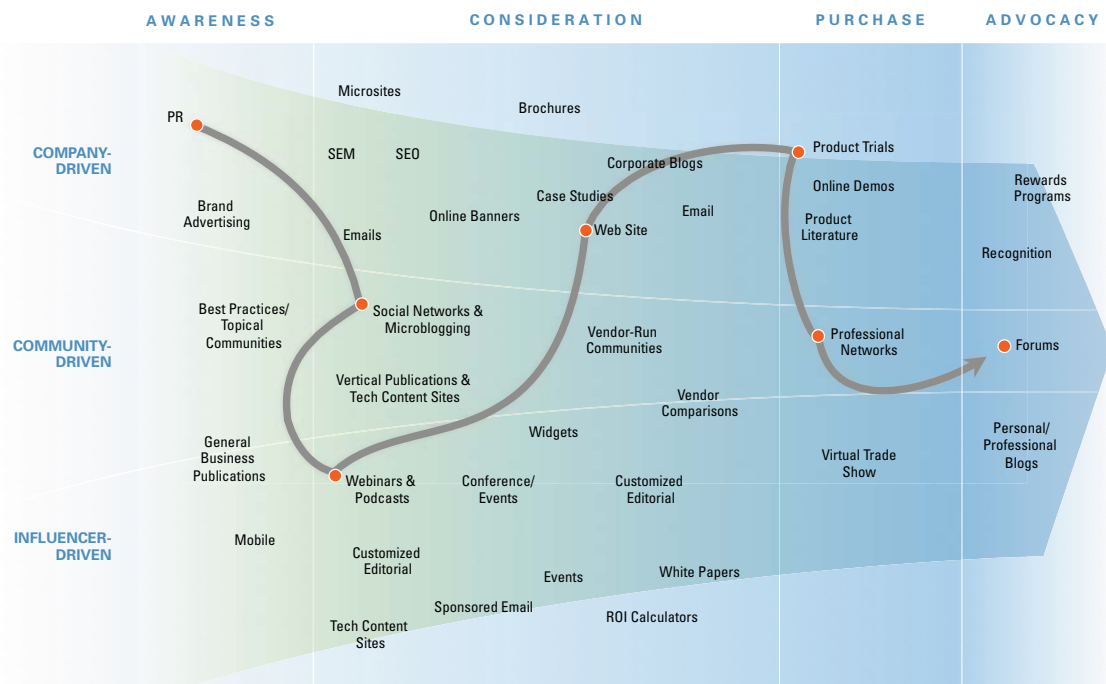
[Embed](#) | [See Traffic](#)

Data from Quantcast

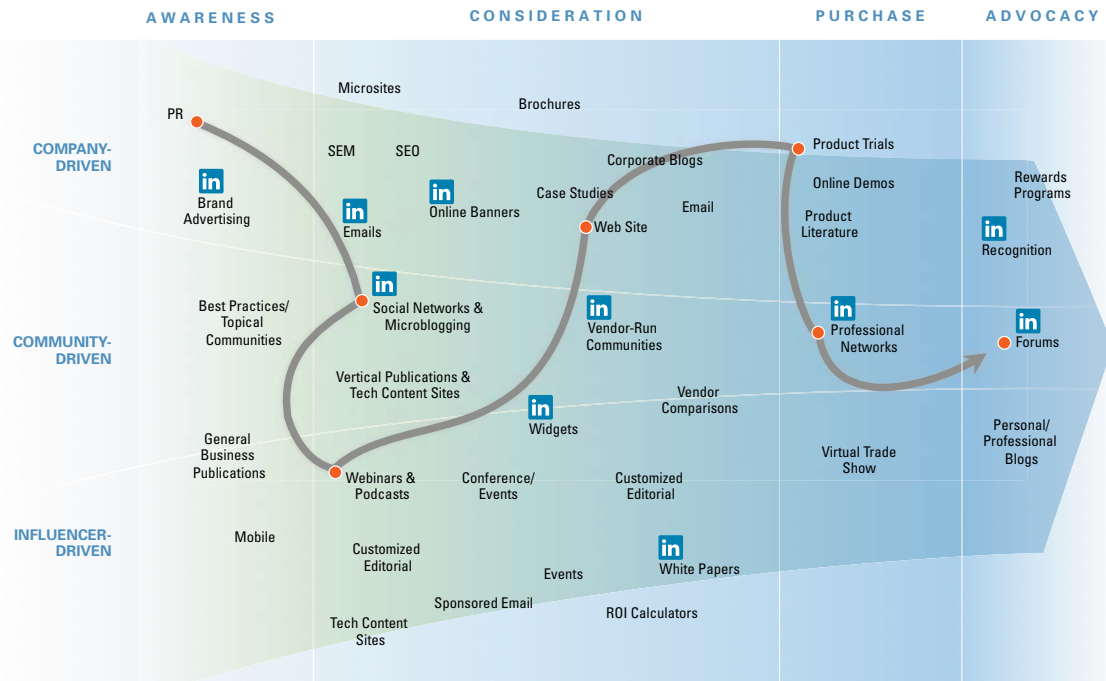
Business to buyer: Creating brand demand



Business to buyer: Creating brand demand

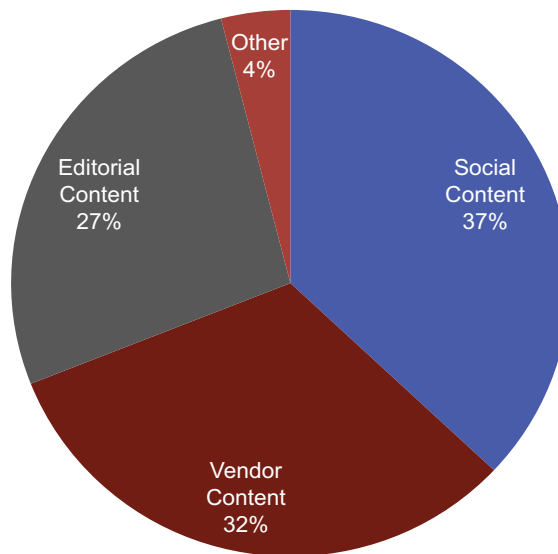


Business to buyer: Creating brand demand



Social content & purchase decisions

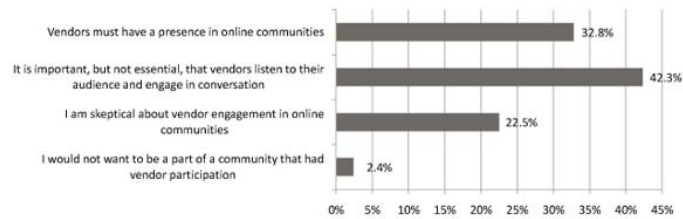
Compared to vendor content or editorial content from independent authorities how much weight do you give to social content, from peers, in making IT investment decisions?



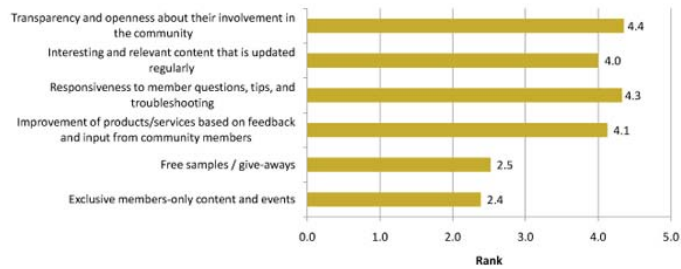
Source: IDG Connect, 2010

Attitudes on vendor participation in online communities

Q: Which of the following statements best reflects your attitude about vendor participation in online communities? (Note: by "vendor participation," we mean the vendor may monitor or actively engage in conversations.)



Q: If you were part of an online community, how important would it be for the participating vendors to provide the following? Please rank on a scale of 1 (least important) to 5 (most important).



Source: [Toolbox.com/PJA](https://www.toolbox.com/PJA) IT Social Media Index

Real-World LinkedIn Case Study: Harvard Business School, Executive Education



HARVARD | BUSINESS | SCHOOL
EXECUTIVE EDUCATION

Harvard Business School Executive Education LinkedIn Strategy and Execution

Charlie Breckling, Managing Director, Marketing
June 14, 2011

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HBS Executive Education on LinkedIn

• Paid media

- Highly-targeted – geo, industry, function, age, gender, level, title, etc.
- Right audience in the right environment
- Outstanding global footprint with targeting – 200+ countries
- Limited ad units per page
- Low CPM as a result of targeting
- Low CPA as a result of targeting
- Many group/event/data features available from LinkedIn beyond traditional display



HARVARD BUSINESS SCHOOL EXECUTIVE EDUCATION
RECOMMEND YOUR PROGRAM



HARVARD | BUSINESS | SCHOOL
EXECUTIVE EDUCATION

HBS Executive Education on LinkedIn

- **Initial Group Channel Strategy**

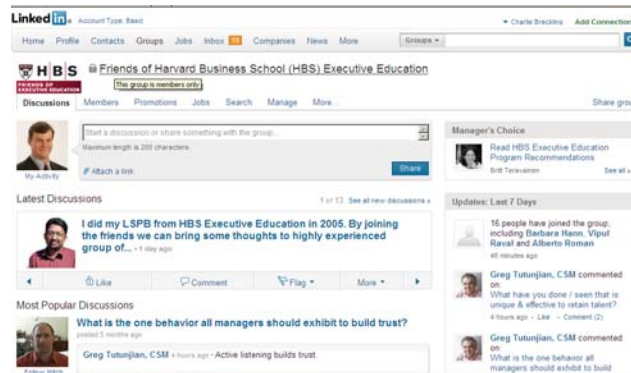
- Engagement with our customers and target market
- Facilitate conversations
- Push value-added content and thought leadership
- Gather market intelligence/survey
- Reinforce awareness for the HBS Exec Ed products
- Integrate content for SEO
- Provide customer service
- Humanize our brand
- Sell product



HBS Executive Education on LinkedIn

- **Friends of HBS Executive Education**

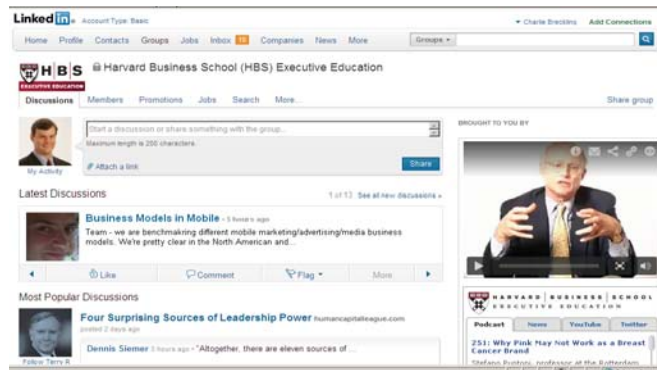
- Available to the public – membership request required – not an open group
- Create engagement with the HBS brand
- Push free content and thought leadership
- “Listen” to the market and ID customer needs
- Provide customer service
- Survey/market research
- Promote recommendations
- Integrate with our website
- Advertising exclusivity
- Sell product



HBS Executive Education on LinkedIn

- **HBS Executive Education**

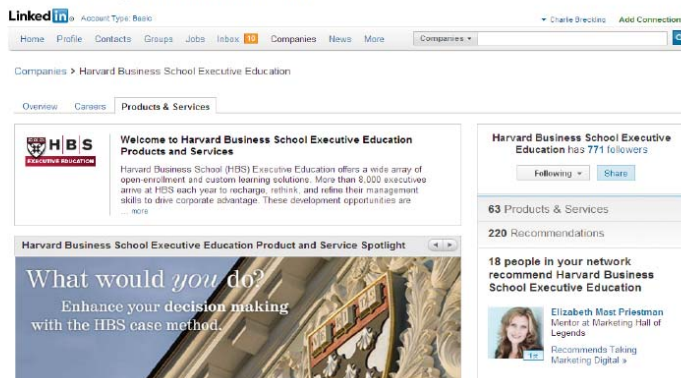
- Available only to past customers of HBS Executive Education – private group
- Leverage shared experience
- Facilitate conversation in a “spam free” environment
- Push content and thought leadership
- Conduct thought-leader discussions
- Create brand evangelists
- Gather feedback/survey
- Utilize free content rail
- Integrate with our website
- Advertising exclusivity
- Sell repeat business
- Encourage referral business



HBS Executive Education on LinkedIn

- **HBS Executive Education Company Page**

- Provides ability to showcase products
- Allows customers to give product recommendations that are tied to their profiles
- Vehicle for collecting testimonials for other marketing collateral
- Promote membership in “Friends of” group
- Integrate with website



HBS Executive Education on LinkedIn

- **HBS Executive Education Company Page Website Integration**

The screenshot displays the HBS Executive Education website interface. At the top, there are navigation links for 'HBS Quick Links', 'Site Index', 'HBS Home', 'Contact Us', and 'Map/Directions'. The main header features the Harvard Business School logo and the text 'Executive Education'. A search bar is located on the right. Below the header, a secondary navigation bar includes 'Programs', 'Admissions', 'About HBS', 'Connect With Us', 'Campus Life', 'HBS@Work', and 'FAQs'. A breadcrumb trail shows 'Home > Programs: By Topic > Comprehensive Leadership > General Management Program'. A dropdown menu is open, listing 'Advanced Management Program', 'General Management Program' (highlighted), and 'Program for Leadership Development'. The main content area features a large banner for the 'General Management Program' with the tagline 'Creating Outstanding Business Leaders'. To the right of the banner are buttons for 'Apply Online' and 'Or Download', along with a 'Recommend' button showing 32 recommendations. Below the banner, 'Dates and Fees' are listed for the 'August–November 2011 Session' (\$58,000) and the 'January–May 2012 Session'. A 'FEATURED VIDEO' section is also visible. The footer contains the Harvard Business School logo and 'EXECUTIVE EDUCATION'.

HBS Executive Education on LinkedIn

- **Group Results To Date**

- Launched LinkedIn groups Q3 of 2009
- Non-customer group – 14,000+ members
- Customer group – 12,000+ members
- Company page launched Q4 2010
- Group member-reported revenue – Est. \$2M+
- Group management direct cost – less than \$10K
- Very high staff cost – LinkedIn can do it for you
- Group added-value from LinkedIn tied to ad spend

More real-world B2B examples

Answers sponsorship

The screenshot shows the LinkedIn Answers interface for the 'Startups and Small Businesses' category. It features a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. Below the navigation, there are tabs for 'Open Questions' and 'Closed Questions'. A list of questions is displayed, including 'How to choose a good business name?', 'I'm looking for a USA-based call center that provides 24/7 call handling for small businesses...', 'What would be a good name for a Social Media company?', 'what is the point in LinkedIn connections?', and 'I Need a Caching Name for My New iPhone App'. A 'more open questions' link is also present.

Below the questions, there is a section titled 'Startups and Small Businesses Experts' with a table listing experts and their number of best answers:

Experts	No. of Best Answers (in this category)
Furqan Nazeeri (200) - see all my answers Board Member at CompStudy ★ Best Answers in: Starting Up (9), Small Business (3)	11
Neil Gordon (30) - see all my answers Member at IBA Boston ★ Best Answers in: Starting Up (5), Small Business (2), Business Plans (1)	8
Tom McLain (20) - see all my answers Corporate Administration at AirWatch ★ Best Answers in: Starting Up (2), Incorporation (1), Small Business (1)	5
Matthew Ferrara (20) - see all my answers CEO at Matthew Ferrara & Company ★ Best Answers in: Small Business (1)	4

On the right side, there is a 'Browse' section for 'Startups and Small Businesses' with sub-categories like 'Business Plans', 'Franchising', 'Incorporation', 'Small Business', and 'Starting Up'. There is also a 'More questions in other languages' section and a 'Subscribe to new questions in:' section.

At the bottom right, there is a green box with the text 'For Small Business' and the Cisco logo.

Partner messages

Basic Account: Upgrade Welcome, Michael Keaveny [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(10\)](#) [More...](#)

Inbox (10) [Sent](#) [Archived](#)

[Compose Message](#) [Archive](#) [Mark Read](#) [Mark Unread](#)

<input type="checkbox"/>	From	Subject	Status	Date
<input type="checkbox"/>	LinkedIn Partner Messages	Discover Akamai Shopographics® Akamai Connects You with Your Brand's Target Audiences	Pending	
<input type="checkbox"/>	Beatrice Olivas	Join my network on LinkedIn	Pending	5/03/2010
<input type="checkbox"/>	Stacey Deering	Digital Media Planning Supervisor	Pending	5/06/2010
<input type="checkbox"/>	Chrissy Reilly	Join my network on LinkedIn	Pending	4/30/2010
<input type="checkbox"/>	Travis Russell	LinkedIn Group: Advertising Age	Pending	4/08/2010
<input type="checkbox"/>	Acammjr Cammarata	Invitation to connect on LinkedIn	Replaced	3/29/2010
<input type="checkbox"/>	Acammjr Cammarata	Invitation to connect on LinkedIn	Replaced	3/29/2010
<input type="checkbox"/>	Steven Brown	Can you endorse me?	Pending	2/19/2010
<input type="checkbox"/>	Steven Brown	Join my network on LinkedIn	Accepted	2/19/2010
<input type="checkbox"/>	Kaitlin Keaveny	Hi there - had fun at Adrian Awards?	Replied	2/03/2010
<input type="checkbox"/>	Richard Lowden	Join my network on LinkedIn	Pending	2/02/2010
<input type="checkbox"/>	Brian Kelley	Join my network on LinkedIn	Accepted	1/28/2010
<input type="checkbox"/>	Natalie DiBerto	Join my network on LinkedIn	Accepted	1/25/2010

Search Inbox

[Search Inbox](#)

[View All Inbox Messages](#)

- Action Items (5)
- Messages
- InMails (1)
- Introductions
- Invitations (0)
- Invitations Blocked
- Profiles
- Q&A (1)
- Jobs
- Recommendations
- Group Messages
- Group Invitations
- Group Invitations Blocked

Partner messages

LinkedIn [Edit profile](#)

Akamai ADS Connects You with Your Brand's Target Audiences [Go back to Home Page](#)

Get connected!

Akamai ADS introduces the newest audience segmentation strategy: Shopographics®.

Online ad targeting with Shopographics® is more accurate than demographics, geographics, or psychographics — combined.

Demographics
might describe your audience's income...

Geographics
might describe where they live...

Psychographics
might describe what they're interested in...

But only Shopographics® definitively describes what they've shopped for and bought.

Campaign performance proves that ad targeting based on how shoppers anonymously spend their money is the most accurate description of who they are and what they'll consider buying next—more so than what they read, stream, or network online.

Who knows if anyone reading about Tiger Woods this summer is really a golfer? Akamai ADS recommends you put your brand's money on targeting people who have actually shopped for golf clubs, bags, and shoes—to score a winning hole-in-one campaign!

Only Akamai ADS, operator of the world's only online shopping data cooperative, can help you reach your brand's target-market audiences amongst 100% of US shoppers.

Contact us today to leverage Shopographics® for your brands.

[Shopographics® LEARN MORE](#)

Shopographics® accurately segment audiences by what they've anonymously shopped for and bought.

[Shopographics® LEARN MORE](#)

Recently Shopped for Wedding Dresses

Recently Shopped for Flower Bouquets

Recently Shopped for Honeymoon Packages

Akamai

Why did I receive this message?
This sponsored message was sent to you based on non-personal information, such as the title of your current position, your primary industry, or your region. Per our privacy policy, your name and e-mail address have not been disclosed.

Asking questions on LinkedIn Answers

Question closed 7 months ago.

- Choose a different best answer
- Completely hide question
- Re-open this question to answers

If you're a small business person, what is one thing you love about a printer that you're not currently getting?

Examples: enhanced 1-800 number; e-chat on website; trade-in program on old printer; all-inclusive monthly fee that covers paper, laser cartridges, white-glove printer pickup and delivery, etc; on-call expert support.

posted 8 months ago in [Small Business, Starting Up](#) | Closed

Share This ▾

Good Answers

★ This was selected as **Best Answer**

Lokesh Joshi
Director, Research & Development at Bitstream India Pvt. Ltd
see all my answers

Best Answers in: Economics (1)... see more

Good Support (e-chat support is great), cheaper cartridge and all in one !! Fax Scan, phone, printer, copier, USB Drive slot etc.

Messages from Lokesh Joshi (1):

RE: If you're a small business person, what is one thing you love about a printer that you're not currently getting?

posted 8 months ago | [Reply to Lokesh Joshi](#) | Report answer as...

Christine Hueber
Need Social Media Marketing Results? I get them ... find out more @ChristineHueber.com | LinkedIn #4 All Time Top Expert
see all my answers

Best Answers in: Using LinkedIn (180)... see more

I love about a printer when it functions as I expect and mine currently does.

Messages from Christine Hueber (1):

RE: If you're a small business person, what is one thing you love about a printer that you're not currently getting?

posted 8 months ago | [Reply to Christine Hueber](#) | Report answer as...

Social sign-in

Solution: Janrain Engage



1. User picks a network



2. User signs in (if not already) and then confirms sharing of profile info



3. Profile data gets put into form; users fill out rest of form to complete registration

Lead gen: content syndication in external Groups

The screenshot shows a LinkedIn group page for 'B2B Lead Roundtable'. The main post is by Fern, asking if anyone has used jigsaw.com. Below it, Paul Noble comments that he uses it daily for leads. David Hall comments that OneSource has launched a new product and provides a link to its website. Two orange callout boxes highlight the relevance of the comments and the link.

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 16 Companies More Groups

B2BLead B2B Lead Roundtable

Discussions Members Promotions Search More...

Has anyone used jigsaw.com? Was wondering if it was worth time to invest in looking into it. (I've been using Lead411 and like it - but that one's not free!)
8 months ago

Follow Fern

Like Comment Follow Flag More

Rune Haugsoen, MBA, Vijay Anand and 8 others like this
124 comments • Jump to most recent comments

Paul Noble • Jigsaw I use daily for leads, i like it because it offers me the contact person, there direct line and email. Its very easy to use.
8 months ago

Follow Paul

David Hall • OneSource just launched a new product. Thought this may help
<http://www.onesource.com/isell.aspx>
7 months ago

Follow David

Relevant participation (could be better)

Link to lead gen page (free trial)

25

Lead gen content sharing

The screenshot shows a report from Limelight Networks titled '3 Ways to Make Your Site Tablet-Worthy'. The report includes a list of three approaches for creating tablet-worthy sites. Below the report, there are social sharing icons for Twitter, LinkedIn, Facebook, and Email. An orange callout box points to the sharing options, indicating that the update is pre-populated with the report's title and a bit.ly link.

Limelight NETWORKS

3 Ways to Make Your Site Tablet-Worthy

In this report you will learn how tablets are changing the playing field for mobile marketing, and the approaches you can take to create a tablet-worthy website. Information includes:

1. A snapshot of tablet usage since the launch of the first Apple iPad
2. Three approaches for creating tablet-worthy site experiences
3. Concrete examples and ideas to inspire your own campaigns

June 2011

Share this report:

Pre-populates update with title & bit.ly link to registration page (including CID for measurement)

Company page

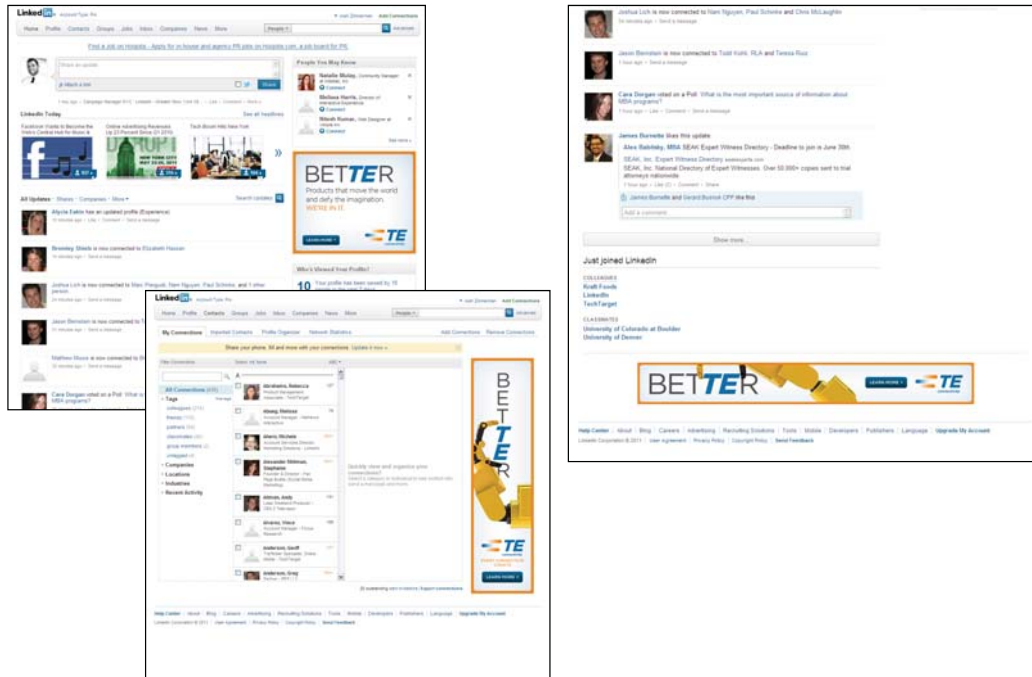
The screenshot shows the AT&T LinkedIn company page with the 'Products & Services' tab selected. The page features a 'Welcome to AT&T Products and Services' section with the 'Rethink Possible' logo and a description of AT&T's services. Below this is an 'AT&T Product and Service Spotlight' featuring an advertisement for the iPhone 4, with the text 'Finally. The amazing iPhone, now available in white. iPhone 4' and a 'Learn More' button. The 'Featured Products and Services' section highlights 'AT&T Connect' with 100 recommendations. On the right side, there is a sidebar showing 'AT&T has 99,242 followers', '10 Products & Services', '331 Recommendations', and '8 people in your network recommend AT&T', with profiles of Justin Celko, Mark Lipson, and Ed Sweet.

Targeted promotions on Products & Services tab

Promotions & products can be shown based on viewer's industry, geography, title, etc.

This screenshot shows the AT&T LinkedIn company page with a targeted promotion for a webinar. The 'Products & Services' tab is selected, and the 'AT&T Product and Service Spotlight' section features a promotion for a webinar titled 'Transform Your Business with Unified Communications'. The promotion includes the date 'March 10, 2011' and the time '9am & 12pm US EST (2pm & 5pm UK time)', along with a 'Register Now' button. The 'Featured Products and Services' section highlights 'Online Tools to help you Manage your Business' with 3 recommendations. The right sidebar shows 'AT&T has 85,613 followers', '10 Products & Services', '441 Recommendations', and '14 people in your network recommend AT&T', with profiles of James Burnette, Ross Dinneen, and Mark Lipson.

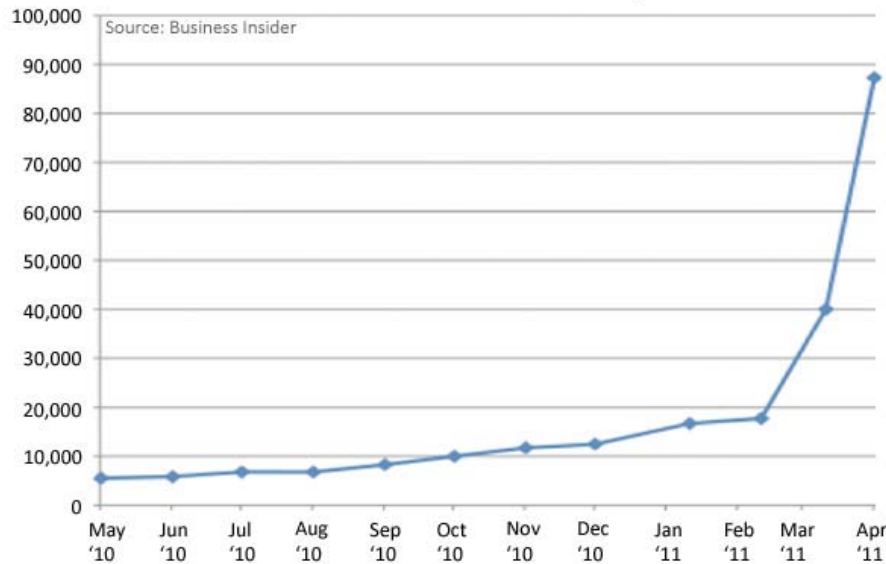
Banners targeting company employees



LinkedIn Post-IPO

5 reasons LinkedIn might be worth its valuation

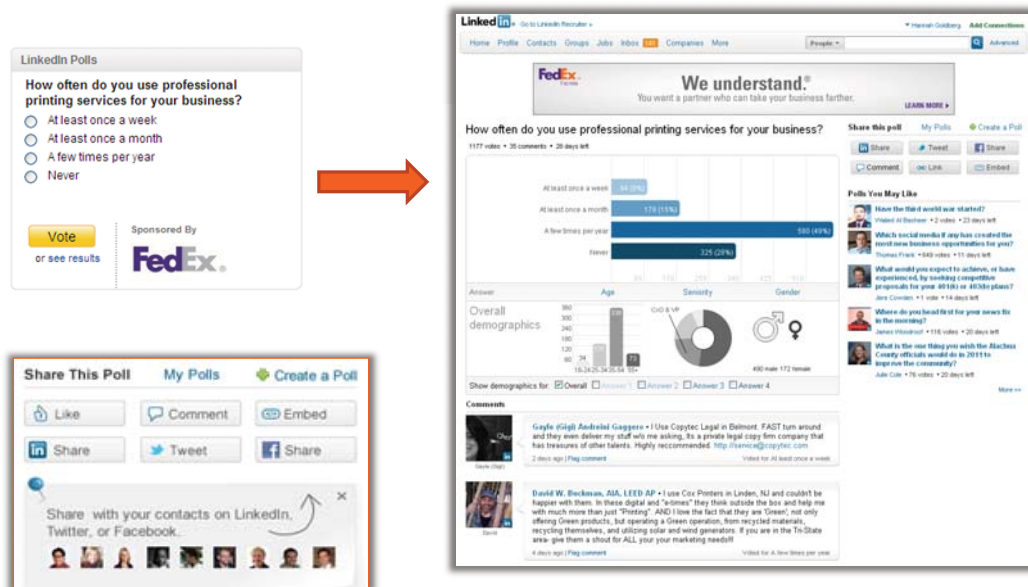
Visits To Business Insider Referred By LinkedIn



2 critical, symbiotic forces

- M** Value for Marketers
- U** Engagement from Users

Reason 1: Customer intelligence



Reason 1: Customer intelligence

<p>How often do you use professional printing services for your business?</p>	<p>FedEx We understand. You want a partner who can take your business further.</p>
<p>M Value for Marketers</p> <ul style="list-style-type: none"> • Hyper targeted • Deep analysis • Message targeting based on response 	<p>U Engagement from Users</p> <ul style="list-style-type: none"> • Make my voice heard • See what peers think
<p>Share This Poll My Polls Create a Poll</p> <p>Like Comment Embed</p> <p>Share Tweet Facebook Share</p> <p>Share with your contacts on LinkedIn, Twitter, or Facebook.</p>	<p>How often do you use professional printing services for your business?</p> <p>1177 votes • 38 comments • 28 days left</p> <p>At least once a week: 15,092</p> <p>At least once a month: 776 (13%)</p> <p>A few times per year: 560 (43%)</p> <p>Never: 376 (20%)</p> <p>Overall demographics: 490 male 172 female</p> <p>Comments:</p> <p>Gayle (Kigh) Andreola Gagnere • I use Copytek Legal in Belmont. FAST turn around and they even deliver my stuff for me asking. Its a private legal copy firm company that has thousands of other talents. Highly recommended. http://www.copytek.com</p> <p>David W. Blackman, AIA, LEED AP • I use Cox Printers in Linden, NJ and couldn't be happier with them. In these digital and "e-slims" they think outside the box and help me with much more than just "printing". Also love the fact that they are Green, not only offering Green products, but operating a Green operation, from recycled materials, recycling themselves, and utilizing solar and wind generators. If you are in the Tri-State area, give them a shout for ALL your marketing needs!</p>

Reason 2: Direct marketing



LinkedIn Partner Message from Microsoft BizSpark

[Go back to Home Page](#)

Hi Steve,

I'm Jacob Mullins and I work on the new BizSpark program at Microsoft®. As a developer, BizSpark is designed specifically to meet your needs and those of your company. Most importantly, it offers you the chance to use the latest software design, development, and production tools from Microsoft for up to three years with no upfront costs. All you pay is U.S.\$100 when you exit the program.

Enroll in BizSpark and you can equip your entire development team with licenses for Microsoft Visual Studio® Team System 2008 Team Suite and Foundation Server, as well as full access to MSDN® Premium.

What's more, the program connects you with a nationwide community of Network Partners—investors, incubators, service providers, and entrepreneurial associations—making it invaluable for small businesses seeking financial backing or advice.

Why wait? If you're thinking about setting up a software business, BizSpark can help you put your ideas into action. If you're already working with a company, it can give you the edge over your competitors. As long as your business is under three years old, privately owned, and generates less than U.S.\$1 million in annual revenue, you're eligible to join.

So visit the [Web site](#) or [email me](#) back, get involved, and spark your development into life.

Get the latest Microsoft development tools,



Microsoft BizSpark®

Why did I receive this message?

This sponsored message was sent to you based on non-personal information, such as the title of your current position, your primary industry, or your region. Per our privacy policy, your name and e-mail address have not been disclosed.

Jacob Mullins
Partner Development Manager
Microsoft BizSpark Program

Reason 2: Direct marketing



LinkedIn Partner Message from Microsoft BizSpark

[Go back to Home Page](#)

M Value for Marketers

U Engagement from Users

- B2B granularity

- Top-of-Inbox persistence

development, and production tools from Microsoft for up to three years with no upfront costs. All you pay is U.S.\$100 when you exit the program.

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Jacob Mullins
Partner Development Manager
Microsoft BizSpark Program

Reason 3: Corporate social presence

LinkedIn Go to LinkedIn Ads »

Home Profile Contacts Groups Jobs Inbox Companies News More Companies

Companies > AT&T

Overview Careers **Products & Services**

Welcome to AT&T Products and Services
 Rethink Possible
 AT&T creates new ways of connecting people, information and technology to make more things more possible - for government, business, individuals and the world. Follow AT&T to learn how together we can make our world work better.

AT&T has 99,242 followers
 Follow Company Share

10 Products & Services
 331 Recommendations

8 people in your network recommend AT&T

AT&T Product and Service Spotlight

Finally.
 The amazing iPhone, now available in white.
iPhone 4
 Learn More
 Requires an eligible voice and data plan.

Featured Products and Services

AT&T Connect 100 recommendations
 Powerful conferencing and collaboration tools to help grow your business. Meet almost anywhere and anytime. Conduct meetings from your PC, desk phone or smartphone, almost anywhere, anytime! Meet, Sell, Train, Support just as you would

Justin Celko Social Media Account Manager at Razorfish
 Recommends Online Tools to help you Manage your Business »

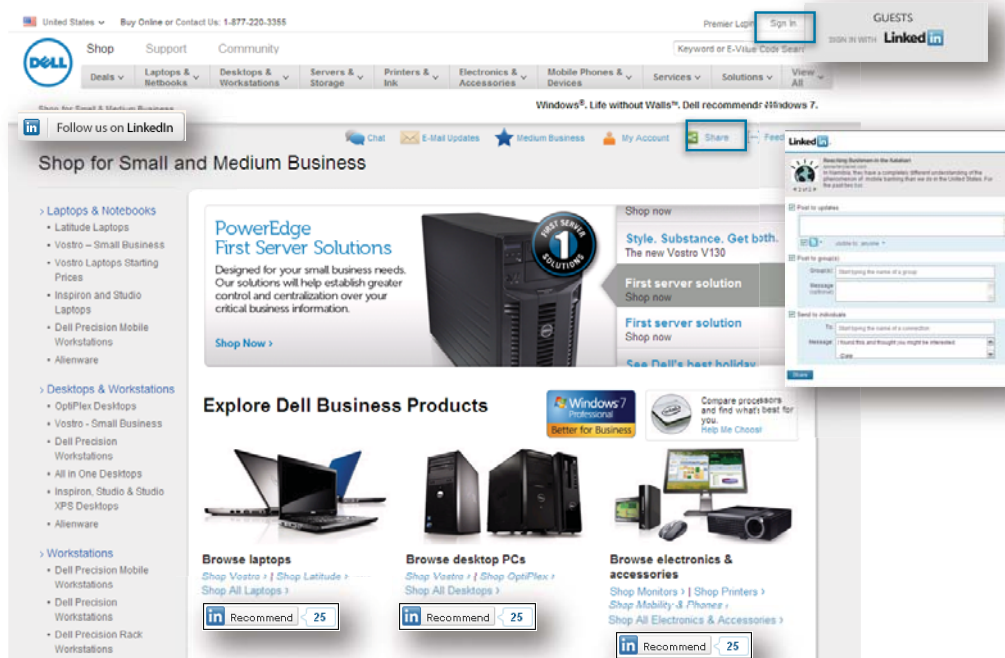
Mark Lipson Account Executive, Marketing Solutions at LinkedIn
 Recommends Employee Savings Program from AT&T »

Ed Sweet Owner at Edward Sweet & Associates

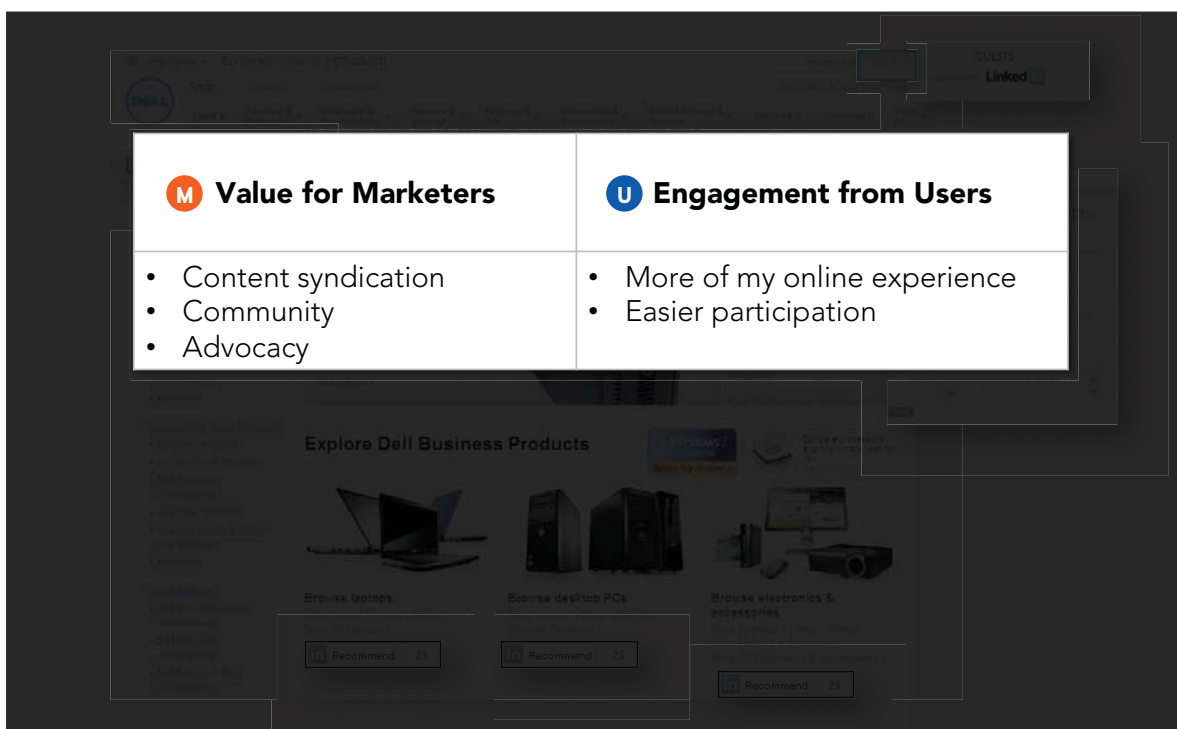
Reason 3: Corporate social presence

<p>M Value for Marketers</p> <ul style="list-style-type: none"> Content marketing Engagement Advocacy 	<p>U Engagement from Users</p> <ul style="list-style-type: none"> Personal brand connection Information channel Share expertise
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Reason 4: Social graph activation



Reason 4: Social graph activation



Reason 5: Content curation

The screenshot shows the LinkedIn Today interface. At the top, it says 'LINKEDIN TODAY - JUNE 10' and 'Powered by twitter + LinkedIn'. Below this is a navigation bar with categories like 'FRONT PAGE', 'MARKETING & ADVERTISING', 'INTERNET', 'PUBLISHING', 'PUBLIC...', 'RETAIL', 'ONLINE MEDIA', 'BROWSE ALL', and 'SAVED (0)'. The main featured article is 'Searching The Sarah Palin Emails' from searchengine.land, with a sub-headline 'More than 24,199 pages of emails from the first 21 months of Sarah Palin's term as Governor of Alaska were released today after an unsuccessful fight by...'. To the right of the article are 'TOP SOURCES' including online.wsj.com, money.cnn.com, npr.org, bloomberg.com, and hbr.org, each with a 'Follow' button. Below the main article are several smaller news snippets, including 'The Case Against Having a Social Media Department', 'Twitter is the new Facebook', and 'The First 10 Apple Employees: Where Are They'. At the bottom, there's a 'MARKETING & ADVERTISING INDUSTRY' section with articles like 'How Southwest Airlines Is Connecting With Customers' and 'Survey: Facebook Is The Most Popular Marketing Site For...'. A 'Send Feedback' button is visible on the right edge of the page.

Reason 5: Content curation

M Value for Marketers	U Engagement from Users
<ul style="list-style-type: none"> User-driven content syndication 	<ul style="list-style-type: none"> Daily news destination Cues more sharing Useful, durable aggregation

What we'd love to see from LinkedIn

- > Lower the financial barriers to entry for marketers
- > Better promote new offerings and functionality
- > Be a slightly faster follower with new marketing opportunities

Q & A