

Semi-structured
conversation
“moderator Cheat-sheet”



Intro / Open the section (5 to 10 minutes). Goal: Surface perceptions & framing

How do you experience the relationship between the music industry and the property sector?
Where do you see alignment? Where do you see friction?
What has shaped your view?

Probe

“Can you give an example?”, “How does that play out in practice?”

Deepen (5 - 10 minutes) Goal: Understand dynamics

What expectations do the sectors have of each other?
Where do misunderstandings arise?
How do attitudes influence collaboration?

Probe:

“What lies behind that?” “Who is affected?” “What happens next?”

Concrete (15 min)

Goal: Identify barriers & mechanisms

What concrete barriers exist?
At what stage do challenges typically arise?
What would make collaboration easier?

Probe:

“Structural, financial, regulatory, cultural?” “What would need to change?”

Forward-Looking (2-5 min)

Goal: Insight & direction

What is important that we understand?
What should the other sector understand?
Is there something we should have asked?
Who else should we speak to?