

# Interviewing with punch

The good interviewers use research, research and more research!

Research: good preparation and well researched

Research: ask plenty of questions before hand, and confident questions

Research: know where they're going with interview so that questions can be spontaneous

## How do we do this with punch?

- Knowledge, credibility
- Passionate
- Doing it

## Brief your subject on interview

Be weary of the person who just gives a short answer as well as the long answer.

## Are they a professional or amateur?

-see how much time we need with them to set them at ease.

-Amateur-more nervous and need more time with them, tell them where you are going eg how long their answers need to be and time limit ie 5 min interview.

## Ask them to think of stories

-ask them before hand if they can think of a great story to tell them in the interview. Then in the interview you can say, hey could you tell me about the time when you did.....

There's information that you can say before hand before interviewing eg their school, age, name etc. Then you can straight into the interview without getting bogged down on the initial stuff and thus get to know them better in the interview. That's where the research is important

## Logistics

-Be totally clear with the person of where to stand when they come up for the interview, time, microphones etc. Make sure they speak into the microphones.