WHAT IS AN INTERVIEW?
A question-and-answer engagement with an individual about a specific topic, usually following a pre-determined set of questions.

AN INTERVIEW ACTIVITY MAY BE ORGANIZED
» with well-known experts and practitioners.
» following a formal, semi-formal, or informal protocol.
» in real-time, virtually, or face-to-face.
» to be captured and shared.

USE IT TO
» raise awareness about a topic, issue, or cause.
» capture tacit knowledge.
» lend credibility to a topic by providing an expert perspective.
» share practical experience.
» enable knowledge sharing.
» replace a presentation.

HOW TO USE IT
» Before conducting the interview, prepare your questions and a clear protocol. Share these with the interviewee ahead of time.
» Be ready to dig deeper into the topic with follow up and clarification questions.
» Make sure you capture the interview in print, or as an audio or video recording.
» Decide how you plan to promote and share the interview.
  › Depending on your audience, you may select one or more ways to disseminate the interview: print, radio/podcast, and/or video/TV.
  › If you plan to broadcast the interview, consider if it is going to be live or pre-recorded and edited.

CELEBRITY INTERVIEW
A celebrity interview allows high-profile individuals to
» express their perspectives on a topic or theme.
» contribute to the mass appeal of a development initiative.
» give visibility to social causes.

Celebrity interviews can be conducted in a structured or informal way. It is important for the interviewer to establish rapport with the celebrity being interviewed.