

Have a chat with the meeting chair, planner and/or panel moderator to discuss the following items to that you can be brilliant on the panel!

**Event:**

- Title\_\_\_\_\_
- Theme\_\_\_\_\_
- Date(s)\_\_\_\_\_ Location\_\_\_\_\_
- "Sponsor" or Business\_\_\_\_\_
- Past Experience with Panels\_\_\_\_\_
- Attire\_\_\_\_\_

**Panel:**

- Date\_\_\_\_\_ Start Time \_\_\_\_\_ End Time\_\_\_\_\_ Location\_\_\_\_\_
- Time to be on location\_\_\_\_\_
- Panel Topic\_\_\_\_\_
- Panel Title\_\_\_\_\_
- Panel Objective(s)\_\_\_\_\_
- Know?
- Think?
- Feel?

**Audience:**

- Expected level of expertise?
- Key Interests?
- Needs and Concerns?
- Questions they are hoping to find answers to?
- Panel impact on their work/lives?

**Panel Format:**

- Formal or more informal?
- Describe the Vision
- Success Criteria
- Names of other panelists
- Evaluation Forms?

**Other Associated Activities:**

- Book signing
- Professional videotaping of the session,
- Extra press-only session
- VIP/Meet the panelists' reception/dinner
- Ability to share a successful case study
- Any promotional prohibitions

**Room Logistics:**

- Room size and layout
- Furniture set up/types of chairs
- Color of backdrop

**Audio-Visual:**

- Microphones
- Multimedia projection
- Wi-Fi connectivity
- A/V release form for panelists to sign

**Event/Panel Promotion**

- Brainstorm how you can help get the word out through social media and your network
- Get copy of Marketing materials
- Event website url
- Event social media pages/groups
- Twitter hashtag

**Panelist Planning**

- Key message
- Key points with example/story
- Memorable phrase
- Supporting visuals/props?