Panelist Worksheet

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?