

Tips to Improve Panel Discussions

1. **Carefully choose moderators.** Moderators should be prepared to ask good questions, not talk too long or have lengthy introductions.
2. **Interesting and articulate panelists** – build a diverse panel in terms of gender, age, background and viewpoint. Keep panel to no more than four panelists. Panelists should not wander off topic or dominate the conversation.
3. **Stress preparation.** The moderator and panelists must do more than simply show up. The moderator should develop an agenda and prepare welcoming remarks, short introductions and some initial questions. Panelists should do background research on the topic and formulate their key messages and talking points.
4. **Structure the discussion to be more like a conversation.** Emphasize that the panel should not be a series of presentations, but instead a lively discussion among experts sharing their thoughts and opinions.
5. **Engage the audience early.** Create a catchy title for the event and make sure that the topic is trendy and fun.
6. **Encourage participation.** Don't wait for the Q&A at the end of the presentation to engage the audience. Today's attendees want to participate.
7. **Make it entertaining.**