



BEFORE

**CONNECT WITH
OTHER PANELISTS
IN ADVANCE**

**SHARE YOUR
INTRODUCTION IN
ADVANCE**

**MIC- THE OPTIMAL
DISTANCE**

**PREPARE YOUR
POINTS IN ADVANCE**

SO, YOU'VE BEEN INVITED TO BE A PANELIST, NOW WHAT?

1

Connect with them via LinkedIn. When reaching out to them, ask for their take on the topic they plan to make. This will help to create a valuable environment for our audience by avoiding repetitive discussions

2

Before the panel starts, hand the moderator a three sentence description of who you are

3

Pay attention to sound. In a panel discussion we don't project the voice. The optimal distance between your lips and the microphone is 2-3 cm. Get close to mic and speak up!

4

Prepare a couple of points in advance related to your expertise and link them to the theme of the panel



DURING

**BRING YOUR POINTS
TO LIVE**

**BE AWARE OF THE
CURVEBALL
QUESTIONS**

**THIS IS CONFUSING
TO WHOM SHOULD I
ANSWER TO?**

BUILDING BRIDGES

**MY WAY OR THE
HIGHWAY? THINK
TWICE**

SO, YOU'VE BEEN INVITED TO BE A PANELIST, NOW WHAT?

5

Be sure to pull together the data, stories and examples that will make your points come alive and be remembered. Stay away from excessive data!

6

Unless a question is specifically asked to you, not every panelist need answer every question. If you get a curveball question that you don't feel comfortable answering, be honest and reply that the question is not in your personal experience or area of expertise and offer another resource to answer the question

7

Always respond to whoever asks the questions. Moderator questions should go back to moderator, panelist questions to the panelist and audience questions to the audience. Remember making eye-contact while talking!

8

A "bridge" is your best tool for navigating a panel discussion. Phrases like "Let me add something to that idea..." or "We take a different perspective at my company..." are effective ways to take control and highlight your points.

9

If the conversation in the panel takes a wrong turn you don't have to follow down to the rabbit hole. If you feel you are under attack, although that might be an interesting twist for the audience, calm down, restate your points, don't get defensive arguing their points. You might get on track again by saying "That's an important issue. but here's the thing ..."



AFTER

SO, YOU'VE BEEN INVITED TO BE A PANELIST, NOW WHAT?

**STAY AROUND FOR
A FEW MINUTES
AFTER THE PANEL**

10

Sometimes audience members don't want to ask their question publicly or the panel's time ran out before they can ask questions. If you stay around they may approach you as the panel ends to introduce themselves. This is a great opportunity for networking! Keep the conversation going!!!

11

Before leaving the event consider a checkin with the other panelist to get to know better how they feel and also agree on follow up actions or share more ideas in case you identified something they do/say that it might be useful for you/your company

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Thanks again the moderator/host for the invite and feel free to share with him any feedback/suggestion that it might help to build a lesson learned document

THANKS MODERATOR