POWERFUL PANELS

PLANNING WORKSHEET

Have a chat with the meeting chair and/or planner to discuss the following items. As you move down this list, you'll find the answers to be less defined and you'll have the opportunity to create an amazing experience for the audience and the panelists. You may even find that some of these "decisions" can be modified later on.

Event:

- ❑ Title_____
- ❑ Theme_____
- ❑ Date(s)_____Location_____
- ❑ Event Activity immediately BEFORE the panel_____
- ❑ Event Activity immediately AFTER the panel_____
- ❑ "Sponsor" or Business _____
- ❑ Past Experience with Panels_____
- ❑ Attire_____

Panel:

- ❑ Date_____ Start Time _____ End Time_____ 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
- ❑ Evaluation Forms?

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Panelists:

Confirmed?	Name	Contact email	Phone Number	Why Invited?

- ❑ Any inducements we can give the panelists? (book signing, professional videotaping of the session, media mentions, extra press-only session, meet the panelists' reception/dinner, VIP private dinner, ability to share a successful case study).
- ❑ Promotional Prohibitions?

Room Logistics:

- ❑ Room size and layout
- ❑ Furniture set up
- ❑ Color of backdrop

Audio-Visual:

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

Support Staff

- ❑ Room monitor
- ❑ Microphone runners

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

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