

Access to leaders in a conversational format is engaging.
A boring series of monologues is not.

FOR MODERATORS

PREPARE

- ✓ Familiarize yourself with the panelists. Even better, meet them in advance!
- ✓ Give permission for panelists to banter or briefly interject with humor or curiosity in each other's responses. Formal monologues are out - interactive conversations are in!
- ✓ Share the questions in advance and spice up them up! Try a question where the panelists have to choose a one-word answer.

FACILITATE

- ✓ Try transitioning between panelists and questions by finding concise topical threads.

Speaking of disruptions in the market, (insert next panelist's name), you've experienced disruptions in your industry too. Can you share about that?

- ✓ If a panelist's response is long-winded and unclear, try pulling out one insightful nugget for the audience as you transition.
- ✓ Redirect long-winded panelists. Plan assertive redirection statements to focus a panelist.

Sorry to interrupt, but wow, it sounds like you've had multiple challenges with vendors. In one word, how would you describe those relationships now?

- ✗ Avoid interjecting your own ideas or stories between every panelist response. It adds too much time and it's not about you!
- ✓ Model attention. Don't read your cue cards or teleprompter while panelists are speaking.

FOR PANELISTS

PREPARE

- ✓ Familiarize yourself with the other panelists.
- ✓ Review the questions in advance. Know how you want to answer!
- ✓ Show, don't tell. Plan examples to illustrate your answers.
- ✗ Assume established credibility. No need to prove your credentials through a volume of information.
- ✓ Tune your internal clock! Practice answering a question and time it. Recognize the level of detail you're afforded in the allotted time.

ENGAGE

- ✗ Avoid scripting your answers verbatim. Keep it authentic and conversational.
- ✓ Try clearly answering the question. *Then* explain your answer. Don't bury the lead!
- ✓ Banter or briefly interject with humor or curiosity in another panelist's response.
- ✗ Don't add to another panelist's answer *if someone else already has*.
- ✓ Make eye contact with the moderator but then share your answer with the audience most of the time. If referencing another panelist, naturally connect with them for a moment.
- ✓ Listen attentively to other panelists and be prepared to weave their insights into yours.