

How to Host a Panel



RARE DISEASE DAY®

What is a panel?

A panel is a group of people who are brought together to discuss a topic at length to offer possible solutions or ideas. Often times a panel can announce recent improvements, breakthroughs, official announcements and also offer a look into future work.

Where can a panel be held?

Much like a webinar, panels can be held online through panel discussion sites or can be held at a physical location with an audience. Additionally, panels could also be used on social networking sites using features such as Facebook Live and then being streamed in captions on Twitter using a Tweet Chat.

Things to Consider

What is it on?

- Choose a topic that will engage conversation for as long as an hour
- The topic should be relevant to your organization, but also new and compelling

Who should be on the panel?

- Assemble participants who will create dialogue as well as promote others to do so
- Participants should want to be there
- They should have great chemistry together
- Pick a variety of panelists who come from different sides of the same topic

Should there be a moderator?

- A moderator should be present to ask questions and address the panelists
- The moderator should work with the participants and guide them throughout the session

Where do the questions come from?

- Before the panel, a list of questions should be already developed to help the moderator guide discussion
- Before the panel, the community can be asked to generate questions that they'd like to be addressed (this can be especially useful if holding an online panel)

When and where should the event be promoted?

- The panel should be promoted on social media, local calendars, and shared with affiliated organizations
- Promotion should begin one to three months before the panel is to be held
- Promotions can be posts, pictures, videos, quick facts about the panelists, or an interactive countdown that others following the event can share
- Links or tickets to the event should be easy to find or inquire about

What is expected after the panel?

- Follow up with a Q&A from the audience if applicable
- Thank the panelists for sharing their time and insight
- Share the event online with pictures, a summary post of the event, or video clips

Questions? Write to NORD at education@rarediseases.org.