

## PANELIST GUIDELINES

### **Dos**

Say something new or original in your statement.

Involve your audience right away. Tell them how they will benefit from hearing what you have to say.

Show interesting examples or surprising facts or statistics.

Answer the questions directly.

Let the moderator manage the session.

### **Don'ts**

Don't run overtime. Your initial statement should be five minutes at most, and your answers shouldn't run more than two minutes.

Don't focus on specific products or give a commercial message.

Don't get into back-and-forth arguments with other panelists or audience members. You can always continue conversations after the session.

Don't get off-topic or return to previous issues.

Don't interrupt questioners, other panelists, or the moderator.