

12 MISCONCEPTIONS ABOUT PANEL DISCUSSIONS

MISCONCEPTION

REALITY



Be Super Smart

Don't be the know-it-all & answer every question



Always Be Right

Be curious about why others disagree with you



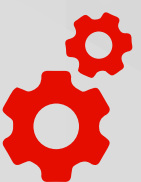
Promote Yourself

Get others to subtly promote yourself & your company



Just Show Up

Research the topic, understand the format & coordinate with others



Stick to the Basics

Gauge the audience's familiarity and adjust to their level



Script Yourself

Practice using a script and then leave it at home



Just Answer the Questions

Interact with the moderator, panelists & audience



Share Too Much

Share key points & actionable insights versus everything you know



Avoid Controversy

Constructive disagreements make panels more lively & informative



Rely on Jargon

Define jargon for the audience.



Eyes on the Speaker

The audience is looking at you all the time - even when not speaking



Lots of Time

Be mindful of time to keep the discussion on track

