

Panel discussions are often a go-to play in events, yet research Panel Expert Kristin Arnold conducted in 2014 found that 63% of panels were rated as just okay or worse. Since then, she's been working to improve their effectiveness.

Partnering with Unbridled, we launched an online survey conducted in April 2024 to understand the current state of panel discussions—what makes them great, how to keep people interested and what to avoid.

This report is our attempt to stimulate discussion among those who organize and participate in panel discussions in the corporate, association, and nonprofit worlds.

May the findings spur you to think about and rethink use of the panel format at your meetings, conferences, and conventions. We hope that every panel discussion hits the ball out of the park, is a home run, gets a standing ovation, and that your meeting attendees are talking about the takeaways in the hallways.



Tim Woodring
Unbridled



Kristin Arnold
Powerful Panels

