EXPERT PANEL*

WHAT IS AN EXPERT PANEL?
A moderated set of presentations on the same topic addressed from various angles by a group of people with specialized knowledge.

AN EXPERT PANEL MAY BE ORGANIZED
» virtually or face-to-face.
» as a moderated activity.
» at the delivery stage of a project.

USE IT TO
» provide multiple perspectives on a topic.
» raise awareness about a topic or an issue.
» lend credibility to a topic by providing an expert perspective.
» enable knowledge sharing.

HOW TO USE IT
» Choose panelists for their knowledge, communication skills, and effectiveness as speakers.
» Provide panelists with background information about participants and the relevance of the topic area for them.
» Hold a briefing (virtual or face-to-face) with panelists at least two weeks before the event to familiarize the moderator and all the panelists with the content of the presentations.
» Encourage participants to learn about the topic before the event; provide or suggest appropriate background documents. This communication can be done virtually.
» Good moderation is critical to the success of an expert panel.
» When planning the activity, consider what you will do if
  › you are running out of time.
  › there are too many participants, or not enough.
  › your desired panelists require compensation -- do you have an adequate budget?
  › you can’t get enough panelists to participate.
  › one or more panelists can’t participate at the last minute.
  › the equipment malfunctions.

* Keep in mind that an expert panel is not useful by itself when the learning objective is to apply, analyze, or integrate knowledge, or to create information.