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ON RARE DISEASE DAY®
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HOW TO HOST A PANEL

What is a panel?

A panel is a group of people who are brought together to discuss a topic at length in order to offer possible solutions or ideas. Oftentimes a panel will serve as a forum for sharing news about 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 at a physical location with an audience. Additionally, panels may also be hosted on social network sites using features such as Facebook Live and then streamed with closed captions, or being streamed in captions on Twitter through an organized live "Tweet Chat."

What should be considered in choosing a topic?

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

Should there be a moderator?

- A moderator should be present to introduce and address the panelists and to ask questions
- 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 developed to help the moderator guide the discussion
- Before the panel, the community may be asked to generate questions that they'd like to be addressed (this can be especially useful if an online panel will be held)

When and where should the event be promoted?

- The panel should be promoted on social media, local calendars and through affiliated organizations
- Promotion should begin one to three months before the date of 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, tickets or registration information to the event should be easy to find or inquire about
- Panelists should be encouraged to share news of their participation and the event details with their networks

What is expected after the panel?

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

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