



STEPS TO CREATING THE PANEL DISCUSSION

Decide the role of the panel and the goal of the Q&A.

- Giving information about local vaccination opportunities?
- Informing the audience of local experts and information?
- Increase vaccine confidence by answering concerns?
- Addressing a local issue regarding vaccines/distribution/access/ other issues?

BASED ON THE GOAL OF THE Q&A AND ROLE OF THE PANEL

Confirm panelist:

Ideally **local health experts** (doctors, nurses, pharmacists) that have infectious disease experience and enjoy public discussion and outreach.

The number of panelist should be decided based on the time available for the panel discussion. For a 30 minute panel we recommend no more than three panelists (**approximately 10 minutes per panelist** is a good rule of thumb).

Each panelist should have a different area of expertise.

Let the panelists know their role, the panel goal and timeline.

Ask each panelist, prior to the event, *what they would like to be asked about the topic* (for host/emcee to use in case of audience lack of questions)

Confirm a host:

This should be someone comfortable in front of an audience who will introduce the panelist, read the questions and wrap up the event. We recommend a local news person or dignitary that enjoys doing this kind of event (and won't "take over" the conversation).

This person should just introduce and move the program along – not give advice or comments about information. They are not the expert. If they ARE an expert, put them on the panel. You need someone to run the show and keep the timeline intact.

Give the host a run down and inform them about the time line.

Collecting Questions:

We highly recommend collecting questions in a written form from the audience. This is to eliminate the possibility of someone taking over the conversation with their "question" during a "live" ask. This also allows the Emcee/Host (or a helper) to look at the questions prior to them being asked and organize them in a meaningful manner.

There are several ways to do this depending on your situation:

- Give audience members a small note card and pen when they arrive.
- Have a basket at the entrance with cards and pens and a sign that says "Write a question for our experts".
- Have the host or emcee ask the audience after the film if they have a question to raise a hand and have ushers hand them a card and pen. In this case have the usher stay with the person and collect the question right away.



CREATING A RUN DOWN

This is the time line for the screening and after the film and should be shared with the host and panelists prior to the event.

SAMPLE RUN DOWN (20 min pre show, 60 min film, 30 minute Q&A):

20 min to screening: Doors Open

15 min to screening: Host Welcomes everyone, introduces dignitaries, and Acknowledges Underwriters: Could have them stand or bring them to the stage for a gift. If there is a MAJOR underwriter, perhaps allow them to speak.

JUST PRIOR TO THE SCREENING: Host introduces the film (or introduces someone to introduce the film; Mayor, Governor, Producer).

FILM ENDS Depending on the time, you might want to add a quick 10 min bathroom break which also allow folks to leave if they like.

2:00 min: **Host thanks filmmakers. Asks panelist to come up.**

As panelists come up, host reminds audience of question cards, explains that the Q&A will last XXX minutes, any local announcements – location of services, etc. Ideally have panelists back stage and ready to go.

2:00 min: **Host introduces panelists** (very brief intro for each one)

6:00 min: **Panelists OPENING remarks**

(2 min each focused on their expertise, concerns for the community)

15:00 min: **Questions from audience.** Host should have several questions already created for each panelist. These should be discussed with panelists prior to the event “what would you like to be asked?” This is a back-up in case questions from the audience are not forthcoming.

You should have someone assigned to go through the audience questions **prior to handing them to the host** so there are no duplicates and they are clear and on topic.

3:00 min: **Panelists CLOSING remarks**

(1 min each focused on their hopes for the community)

1:00 min: **Host thanks all and gives any final information**

(broadcast date for film / where to see or share the film / etc.)