SEVEN TIPS FOR A ZOOM-BASED PANEL

These are some lessons learned from leading panels using teleconferencing software like Zoom.

1. Plan your call.
Panels are excellent for hearing from multiple perspectives and engaging an audience in Q&A. Plan your call so that there is time for each panelist to speak and for participants to ask questions.

Send the agenda to participants ahead of the session.

2. Sound is primary.
As you are making choices based on the available technology bandwidth, remember some participants may be calling in with telephones or turning off video. Making sure the panelists can be heard is key to an effective session.

Instruct everyone to mute when they are not speaking to reduce background noise.

3. Use the polling and chat features.
As the number of participants rises it becomes more important to use text-based communication alternatives. Use polls to ask your participants questions and chat to enable them to ask you.

4. Use an Alternate Host.
An alternate host can watch the chat for you and respond to questions there and can call on participants to speak. They can also mute and unmute participants.

5. Pre-Brief with Panelists.
Have panelists arrive 15 minutes before or have a separate pre-meeting. This provides an opportunity to run through instructions, make sure the panelists are comfortable with the technology, and get to know each other.

6. Use names to signal order.
As a facilitator use panelists name to signal they should respond.

When asking more than one panelist a question, instruct them to respond in the order you say their names. For example, if you say, “Kay, Melinda what are your thoughts on…” Kay would respond first then Melinda.

7. Have fun and give grace.
Participants like to see panelist engaging and having fun. It makes the experience much more enjoyable. Mistakes will happen so laugh at the technology and keep zooming.

Larry Hurtubise, director of the College of Pharmacy’s Office of Educational Information and Scholarship, hosted a Zoom panel on problem-based learning and shared tips.