



## Tips for a Successful Panel Experience!

- **Inspire.**  
A great panel stimulates the mind, tickles the funny bone, and touches the heart. One effective way to accomplish this is through real stories and real experiences that help illustrate the message.
- **Be a bit controversial.**  
Please stir the punch bowl; this helps keep people engaged, and we don't all need to agree with each other.
- **Insert some levity where you can.**  
Laughing releases endorphins!
- **Be kind to the other panelists.** There's a fine line between provocative and disrespectful.
- **Give a quick intro.**  
Please keep your intro to three minutes or less. We've observed the best way to keep the audience interested is by moving on to the heart of the panel topic quickly.
- **Get specific and steer clear of generalities.**  
The attendees are sophisticated impact investing practitioners; they are ready for a deep dive into something substantial.
- **Ask challenging questions that stimulate interesting conversation and are thought-provoking!**  
No need to lob softball questions here. Your fellow panelists can handle it.
- **Have a good time.**  
We all remember and integrate information better when it effects us on an emotional level and having a good time is the best way to ensure everyone walks away enriched.

# Impact Capitalism Summit Panel Guide

So you've been invited to participate as a panelist at a Big Path Capital convening and you've accepted. Thank you for your willingness to contribute your insights and expertise to this event! We have outlined the overarching objective, general flow, and some tips we've picked up along the way to give you a better sense of the dynamic and heart of our events.

Great panels stimulate the mind, tickle the funny bone, and touch the heart. If you can do two out the three, it is a good panel. If you can do all three, it is a great panel. We believe in you!

## Objective

We hope the panels will address relevant issues in a conversational format that leave the panelists and convening participants **informed, intrigued** and **inspired**. Our hope is that you will feel able to make as deep a dive as possible on their topic, keeping in mind the overarching theme that unites all panels is SmarterMoney+ : Maximum impact + Maximum returns and building an economy that works for all.

## Session Format

Below is the suggested format for the panel; if you are the moderator, your team is welcome to apply different approaches to discussing the subject in the allocated time frame.

### **Sample Session Format (50 minutes)**

#### I - Intro (Moderator)- 6 min

- Set the stage / introduce about the broader topic
- Intros (perhaps touch on a few professional bullet points about each panelist and moderator)

#### II - Session Discussion: (Moderator) -19 minutes

- We recommend asking thought provoking questions to panelists that stimulate discussion. E.g. What's the most interesting thing the audience isn't yet aware of related to this topic?

#### III - Open to audience for questions: (Moderator) - 25 minutes

