

# Overview of event types

By Carolina Kern and Jeff Knezovich | November 2017

Event type	What is it?	When to use it?	Tips	Resources required	Links
<b>Panel event</b>	Event where 3-4 speakers get up to 15 minutes to speak on a particular topic. It usually includes a Q&A session at the end.	<ul style="list-style-type: none"> <li>• To disseminate a message (e.g. findings of a report).</li> <li>• To get a variety of views on an emerging or topical issues (i.e. snapshot of current thinking).</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a strong chair.</li> <li>• Requires a mix of speakers and presentation styles to be effective.</li> </ul>	<ul style="list-style-type: none"> <li>• Room set up in theatre or cabaret-style.</li> <li>• Presentation screen.</li> </ul>	<ul style="list-style-type: none"> <li>• All-male panels face backlash (FT): <a href="https://www.ft.com/content/d130724c-79ab-11e6-97ae-647294649b28">https://www.ft.com/content/d130724c-79ab-11e6-97ae-647294649b28</a></li> </ul>
<b>Keynote speaker event</b>	Event where one 'big name' speaker makes a longer presentation on a specific topic (30-60 minutes). It usually includes a Q&A session at the end.	<ul style="list-style-type: none"> <li>• To raise the profile of your organisation (we have pulling power!)</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a senior member of your organisation to top and tail the session and chair the Q&amp;A session.</li> </ul>	<ul style="list-style-type: none"> <li>• Large room set up in theatre or cabaret-style.</li> </ul>	<ul style="list-style-type: none"> <li>• 12 Professional Speaker And Public Event Planning Tips (Forbes): <a href="https://www.forbes.com/sites/micahsolomon/2014/02/09/keynote-speaker-tells-all-chill-seattle-snowman-edition-12-professional-speaking-and-event-planning-tips/#58ae253d1b8f">https://www.forbes.com/sites/micahsolomon/2014/02/09/keynote-speaker-tells-all-chill-seattle-snowman-edition-12-professional-speaking-and-event-planning-tips/#58ae253d1b8f</a></li> </ul>
<b>Media roundtable</b>	Intimate event to connect journalists and experts.	<ul style="list-style-type: none"> <li>• To raise the profile of your organisation and build relationships with the press.</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a strong chair with a lot of general knowledge about your key research areas.</li> <li>• Requires careful vetting.</li> </ul>	<ul style="list-style-type: none"> <li>• Small room, set up boardroom-style with a breakout space for mingling afterwards.</li> </ul>	<ul style="list-style-type: none"> <li>• How to organize a media roundtable: <a href="http://experientialcommunications.com/2013/07/28/how-to-organize-a-media-roundtable/">http://experientialcommunications.com/2013/07/28/how-to-organize-a-media-roundtable/</a></li> </ul>

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<b>Fishbowl</b>	A panel-type session that promotes discussion amongst a smaller group that is observed by a wider group. Can be 'open' (with one more many empty chairs) or closed.	<ul style="list-style-type: none"> <li>• To discuss sensitive or difficult topics</li> <li>• To harness and share knowledge around the room.</li> </ul>	<ul style="list-style-type: none"> <li>• If it is an open format, it may need a bit of explanation at the beginning.</li> <li>• Maybe plant one person who will join first to get the momentum going.</li> </ul>	<ul style="list-style-type: none"> <li>• Room for a number of chairs</li> <li>• Accessible platform</li> <li>• May need wireless mics of something that people can pass easily.</li> </ul>	<ul style="list-style-type: none"> <li>• Fishbowl technique (Better Evaluation): <a href="http://www.betterevaluation.org/en/evaluation-options/fishbowltechnique">http://www.betterevaluation.org/en/evaluation-options/fishbowltechnique</a></li> </ul>
<b>Pechakucha</b>	Presentation where 20 slides are shown for 20 seconds each (total of 6m40 per presentation)	<ul style="list-style-type: none"> <li>• To get through several presentations quickly.</li> <li>• To force participants to be succinct and to highlight key messages.</li> </ul>	<ul style="list-style-type: none"> <li>• This does require buy in from presenters and some practice on their part.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to programme slides in PPT to automatically advance after 20 seconds.</li> </ul>	<ul style="list-style-type: none"> <li>• Pechakucha: <a href="http://www.pechakucha.org/">http://www.pechakucha.org/</a></li> </ul>
<b>Webinars</b>	Seminars held online	<ul style="list-style-type: none"> <li>• To bring lectures to a wider audience while allowing for some audience participation (e.g. questions)</li> <li>• To share ideas across geographies</li> </ul>	<ul style="list-style-type: none"> <li>• Make sure everyone is familiar with the software.</li> <li>• Use headphones and wired Internet where possible.</li> <li>• Have slides saved across machines.</li> </ul>	<ul style="list-style-type: none"> <li>• Webinar software like Zoom, GoToWebinar, etc.</li> <li>• Good Internet connections</li> </ul>	<ul style="list-style-type: none"> <li>• Zoom webinar: <a href="https://www.zoom.us">https://www.zoom.us</a></li> <li>• GoToWebinar: <a href="https://www.gotowebinar.com">https://www.gotowebinar.com</a></li> </ul>
<b>Twitter chats</b>	Discussion held over Twitter. Have also seen Facebook groups comment threads, and on Guardian professional network comment threads. AMAs also similar concept.	<ul style="list-style-type: none"> <li>• To share ideas across geographies – especially in low-bandwidth places.</li> <li>• To bring discussions to a wider public.</li> </ul>	<ul style="list-style-type: none"> <li>• Have a clear reference point – like an article that introduces positions of 'main' participants.</li> <li>• Include a hashtag to track the conversation!</li> <li>• Need a good moderator!</li> </ul>	<ul style="list-style-type: none"> <li>• Internet connection, but doesn't need to be high bandwidth.</li> <li>• Appropriate social media accounts.</li> </ul>	<ul style="list-style-type: none"> <li>• Twitter Chats 101 (Buffer): <a href="https://blog.bufferapp.com/twitter-chat-101">https://blog.bufferapp.com/twitter-chat-101</a></li> </ul>