KEY PHRASES FOR PANEL ENGAGEMENT

PURPOSE & IMPACT

Key Messages

1. "Your input influences real business decisions."
2. "What you notice today may shape tomorrow's products."
3. "Your feedback is helping us uncover meaningful differences."
4. "You are contributing to decisions that impact the success of this product."
5. "You play a critical role in our success."

People are more engaged when they understand the impact of their work.

EXPERTISE & CONFIDENCE

Key Messages

1. "There's no perfect answer. We want your honest assessment."
2. "Your unique viewpoint is important."
3. "We rely on your skills and judgment."
4. "Your training, experience and expertise truly matter."
5. "Every panelist brings valuable information."

People are more engaged when they feel trusted and respected for their expertise.

LEARNING & GROWTH

Key Messages

1. "The quality of our data depends on the quality of your participation."
2. "There is always something to learn from each evaluation."
3. "We are building knowledge together."

People are more engaged when they are continually learning and developing.

TEAMWORK & BELONGING

Key Messages

1. "We're working toward a shared goal."
2. "Great insights come from a collective effort."
3. "We succeed when everyone participates."
4. "Strong panels are built on collaboration and engagement."
5. "Every voice strengthens the discussion."

People are more engaged when they feel connected to something larger than themselves.

APPRECIATION & RECOGNITION

Key Messages

1. "Thank you for your dedication."
2. "We appreciate the effort you bring to every session."
3. "Your commitment helps make this panel successful."
4. "We couldn't achieve these results without your participation."
5. "Your time, attention and expertise are valued."

People are more engaged when they feel valued and appreciated.

People are more engaged when they understand that their participation matters, their voice is valued, and their contributions make a difference.