PANELIST ENGAGEMENT IDEAS

Practical Ideas for Every Budget

PURPOSE: Show that meaningful engagement can be built through consistent communication, recognition, learning and connection — at any budget level.

No Monetary Cost

Big Impact, No Budget Needed

Communication & Feedback

- Company Updates
- Performance Reviews
- Brainstorming Sessions
- Project Feedback
- Client Testimonials

Inspiration & Recognition

- Motivational Quotes
- Gratitude Wall

Learning & Discovery

- Food Word of the Day
- Food Articles / Videos
- Virtual Field Trips

Connection & Community

- Board Game Day
- Panelist Newsletter
- Virtual Social Hours
- Panelist Cookbook
- Volunteerism Day

Minimal Monetary Cost

Small Investment, Big Returns

Celebrations & Appreciation

- Panelist Birthdays
- Valentine's Day
- Employee Appreciation Day
- Halloween Celebration
- Pizza Party
- Ice Cream Social

Learning & Networking

- Lunch & Learns
- Company Meet & Greets

Food-Focused Experiences

- Around the World Tastings
- Food & Beverage Pairings
- Food Show & Tell

Engagement & Fun

- Gamification

Moderate Monetary Cost

Strategic Investments

Financial Recognition

- Pay Increases
- End of the Year Bonuses
- Attendance Awards
- Punctuality Awards
- Panelist of the Year

Celebrations & Themed Events

- Holiday Party
- Comical Awards
- Fun Theme

Team Building & Experiences

- External Teambuilding Activity
- Escape Rooms
- Educational Field Trips
- "Chopped" Competition
- Scavenger Hunt
- Progressive Meal

HOW TO FACILITATE

1. Review all three cost levels.
2. Choose 3 no-cost, 2 minimal-cost and 1 moderate-cost idea.
3. Share as a group: Why these ideas and how you'd implement them.

DEBRIEF PROMPTS

- Which idea could you implement tomorrow?
- Which activity would create the greatest excitement?
- What barrier could prevent follow-through?
- How would you know the activity improved engagement?

It's not how much we spend... but how intentionally we invest in our panelists."