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Breakout Session – Panelist Engagement Ideas for Consumer Panel



No Cost	Minimal Cost	Moderate Cost
Greeting panelists	Raffle	Monetary incentives
Thank you notes sent via email	Provide vouchers for purchases at company store	Gift cards
Change format of ballot	Giveaway prizes	
Opening speech about the importance of data	Snacks	
Gamification	Swag bags	
Shorter screeners		

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Breakout Session – Panelist Engagement Ideas for Employee Panel



No Cost		Minimal Cost	Moderate Cost
Greeting	Panelist spotlight	Kudos program	Monetary incentives
Change format of ballot	Tour of lab or other departments	Party/Pizza Party	Gift cards
Inform of business contributions	Participation certificates	Food/Meal Gatherings	Brunch
Newsletter	Potluck	Raffle	End of year awards/gifts
Training for specific panels	Townhall shout-out/spotlights	Bingo	Christmas party/Annual party
Provide feedback	Milestone awards	Fun panel of newly launched market products	Panel party
Thank you cards	Birthday shout-outs	Snacks	Choose your own gift
Mood boards before engagement	Attendance awards	Dupe vs Real panels	Food Tour
Acknowledgement from management	Performance reports	Mystery flavor panels	Cooking Class
Daily trivia questions	Question of the week	Points system	Escape rooms
Gamification	Decorating the booths for the holidays	Prize Wheel	
Bring your kid to work day	Flavor wheel packets	Lunch/Lunch & Learns	
Department challenge	Hidden picture search during test	Candy jar after panel	
Attendance reports	Forum day to celebrate product development launch	Sensory open house	
Picture reactions for correct answers	Sensory scientist for a day	Culture appreciation	
Incorporation of trivia questions		Around the world snacks	

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Breakout Session – Panelist Engagement Ideas for Trained Panel



No Cost		Minimal Cost	Moderate Cost
More training	Blind tasting of waters	Pizza party	Brunch
Birthday acknowledgement	Leaderboards	New product showcase	Christmas parties
Newsletter	Handwritten thank you notes	MVP panelist award	Quarterly field trips
Gauge emotions at the beginning of session	Company open house	Birthday cards/gifts	Gift cards
Bring your kid to work day	Basic taste calibrations	Quarterly lunches with leadership	Monetary incentives
Company updates	Lab tours	Holiday baking activity	International food tour
Learn about different departments	Recipe book comprised of panelist recipes	Regional flavors expo	Panel Appreciation Day
Daily trivia	Engagement survey	Work anniversary recognition with gifts	Buy panel swag with company logo
Volunteer activities	Involvement in company-wide events	Mystery flavor tastings	End of year bonuses
Anonymous panelist comment box	Stress release exercises	Blind tasting challenges (e.g. jelly beans)	Attendance awards
Employee spotlight	Leadership talks with panel	Label pins for milestone achievements	Off-site teambuilding activity
Creation of birthday calendar	Walk & smell trail walk	Variety of candy/snacks after panel	External consultant for panelist training
Early departure coupons		Panelist cookie exchange	Cooking class
Potluck		Panelist sock exchange	Escape rooms
Monthly recognition awards		Ice cream party	
Provide feedback after test		Voucher to company store	
Sensory 101 sessions		Around the world tastings	
Name that brand		Coffee & donuts	
Name that tune		Flavor spotlight (product + brief summary)	