



AdvaMed

Advanced Medical Technology Association
Women's Executive Network

How to Facilitate a Rockstar Panel

Hosted by the AdvaMed Women's Executive Network (WEN)

December 1, 2021 | Virtual



AdvaMed Women's Executive Network

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- **Kimberly L. Sterling, PharmD, MS, Senior Director, Health Economics and Outcomes Research, Medical Affairs**, ResMed

Demystifying Panel Proposals

- Challenges
- Selection criteria for conferences
- Examples of great panels
- Key strategies to win
- Call to action
- Networking



Challenges

- Scooped by boss
- Asking for permission
- Logistics with kids
- Waiting to be asked
- Impostor syndrome
- Overwhelm
- Unsure who to invite to collaborate
- Discomfort with public speaking



Overwhelmed or not knowing where to start

- Which topics?
- Am I qualified?
- Isn't my expertise obvious? Doesn't everyone know this?
- What am I passionate about?
- What am I interested in?
- How do I find dynamic co-panelists and/or moderator?
- How do I prepare questions / talking points?



Selection criteria for conferences

- AdvaMed needs proposals, leadership & content
 - Trending topics
 - Broad array of topics
 - Breadth or depth (not necessarily in the same panel)
 - Diversity of thought & thinkers
- Problem statement – women aren't proposing sessions enough
- Given that women are underrepresented in medtech, we need to speak more often per capita to have parity – step up!

The MedTech Conference – Grading Criteria

Educational Content

- *Is this the right forum? Will timely and practical information be shared?*

Relevance & Timeliness

- *Will this be a hot topic in October 2022?*

Novel Topic

- *Does this session proposal offer new and important information?*

Speaker Analysis

Speaker Expertise

- *Are these dynamic and expert speakers? Is there 1+ person of influence?*

Speaker Diversity

- *Are speakers from different geographic regions, sectors and companies?*
- *Are speakers ethnically, culturally and gender diverse?*
- *Do speakers represent multiple views?*

Strategies to win

- Start with something you know or are interested in
- Find aligned people with diverse and complementary perspectives
- If needed, ask for an introduction
- Pull together 1-1 interviews with panelists to find out what they're interested in
- Have a pre-panel zoom to make sure panelists have good sense for questions, areas of focus, etc.
- Weave it together
- Name the panel at the end



Sample panel topics

- Timeless topics
 - Regulatory strategy
 - Marketing: Consumer vs. physician perspectives
 - Clinical
 - Finance and M&A
 - Leadership
- “Trending now” – report on a trend
 - Technology and innovation
 - International
 - Legal and regulatory news



Call to Action

- The MedTech Conference 2022
 - Call for Sessions to open in January and deadline to submit will be Friday, March 4, 2022
- Breakout sessions to brainstorm & network





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