



# Live Written Discussion

Number of participants: **unlimited**  
 Length of the format: **one hour**  
 Characteristics of participants: **Anybody interested**

Contributed by:



- Learn**
- Act**
- Connect**

### Goal

Share knowledge; generate an interactive discussion; build relationships.

### Description

An invited panel joins the online forum at a pre-advertised time. The introductory text to the discussion includes a few context-setting paragraphs. The moderator then posts 3 questions on the community platform (for example as a post) over the course of the hour. Panellists and audience members respond to questions and each other.

### Brief Agenda

Start	Content
00:00	Introductions by panellists
00:05	Question 1
00:20	Question 2
00:40	Question 3
00:58	Thank you and close

### Measuring results

# of unique visits

# of comments and quality of comments



### Advice you would give others when running this format:

- Ensure you have a sufficient number and quality of panellists:
- Brief panellists in advance on the format as well as the technology.
- Be on hand throughout (i.e. open conference line for panellists - which also enables them to connect with each other) to handle questions and technical questions.
- Live Tweet to help drive traffic.
- Prime a few audience members to join the conversation to build energy early on.
- Actively moderate the conversation (to encourage engagement, remove any spam messages, etc).

Example: Live Written Discussion “How Can International Government Donors Help Businesses Scale their Contribution to the Sustainable Development Goals?”

