Live Written Discussion

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

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

<table>
<thead>
<tr>
<th>Start</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:00</td>
<td>Introductions by panellists</td>
</tr>
<tr>
<td>00:05</td>
<td>Question 1</td>
</tr>
<tr>
<td>00:20</td>
<td>Question 2</td>
</tr>
<tr>
<td>00:40</td>
<td>Question 3</td>
</tr>
<tr>
<td>00:58</td>
<td>Thank you and close</td>
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</tbody>
</table>

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?”