

BENTLEY SERIES · LOCAL GOVERNMENT

ONE CITY. ONE PROBLEM.

Speaker & Panelist Playbook

Eight 90-minute problem-led virtual sessions.
Be the expert in the room, not the software vendor.

SPEAKER & PANELIST PLAYBOOK

One City. One Problem.

A problem-led virtual event series for local government, presented with Bentley Systems. Eight 90-minute sessions. Each one takes a single real municipal problem and works it through, live, in front of the people who have to solve the same thing at home.

THE SERIES AT A GLANCE

Format	Live, 90 minutes, virtual. No slide-deck marathon, no customer case-study dependency.
Cadence	Eight episodes, one every six weeks across twelve months.
Audience	Local government: public works, utilities, transportation, facilities, planning, GIS, IT and finance.
Your role	You are the expert in the room, not the software vendor. The audience brought the problem; you help them resolve it.
Panel size	One moderator, two to four experts. Cameras on for the full session.

The 90-minute run of show

Every episode follows the same six blocks. Know which block you are in at all times — the moderator will call them out on air.

BLOCK	MIN	WHAT HAPPENS	WHAT THE PANEL DOES
01 The Problem	10	Moderator frames one city's real situation: the constraints, the deadline, the politics.	Listen. Do not solve yet. Note the constraint you will pull on later.
02 First Response	15	Each expert gives a first read on the problem.	3–4 minutes each. Where would you start, and what would you refuse to do first?
03 The Complication	10	A new constraint lands — budget cut, failed inspection, council vote, weather event.	React live. Say what changes in your approach and what does not.
04 Build the Solution	25	The working block. The panel assembles a defensible path forward.	Show the method, the data needed, the sequence, the cost of getting it wrong.
05 The Room Decides	15	Live polls and audience Q&A. The audience picks the direction.	Answer directly. If the room chooses the harder path, work it — don't relitigate it.
06 Path Forward	15	Close-out: what a city could do in the next 30, 90 and 365 days.	Give one concrete first step each. No product pitch.

What makes a great panelist here

- **Be the expert, not the salesperson.** Name the discipline, the standard, the method. Product names only when a participant asks directly.
- **Answer the question that was asked.** Short first sentence, then the reasoning. Land in under 90 seconds.
- **Bring one number.** A rating, a cost range, a failure rate, a timeline. Specifics make the session credible.
- **Disagree openly.** Two experts taking different positions is the most valuable moment of the episode. Keep it professional and explain the trade-off.
- **Speak to constraints public agencies actually live with:** procurement rules, council calendars, grant cycles, staffing, public records, unions, elections.
- **Never say 'it depends' and stop.** Say what it depends on, then choose.

Before the session

WHEN	WHAT YOU OWE US
T-4 weeks	Confirm participation. Send headshot (square, 800px+), title, organization, and a 40-word bio.
T-3 weeks	Topic call, 30 minutes. We walk the scenario and confirm who takes which angle.
T-2 weeks	Approve your bio and promotional copy. Share the series with your network.
T-1 week	Optional: send up to three visuals (image, diagram or chart). No corporate decks.
T-2 days	Tech check, 20 minutes. Camera, mic, lighting, connection, platform walkthrough.
Day of	Join the green room 30 minutes before air. Phone on silent, notifications off.

Technical setup

- Wired ethernet if at all possible; if on Wi-Fi, sit close to the router and disconnect other devices.
- External USB microphone or wired headset. Laptop mics pick up the room.
- Camera at eye level. Light in front of you, window behind the camera, not behind you.
- Neutral, uncluttered background. No virtual backgrounds — they break up when you move.
- Close mail, chat and VPN sync tools before you join. Use a browser you are not also working in.
- Have water nearby and a notepad. Do not read from a script; the audience can hear it.

On air: language that works

INSTEAD OF	SAY
"Our platform handles that."	"The method here is X — the data you need first is Y."
"Every project is different."	"There are three cases. Here's how you tell which one you're in."
"You should really do a full assessment."	"Start with the 20% of the network that carries the risk. Here's how to find it."

"That's a great question."	Answer it.
"I'd have to check."	"I don't have that number live — I'll post it in the follow-up."

Live polls and audience Q&A

Block 05 is the audience's block. Two to three polls run during the session and the results are shown on screen. Treat the result as the decision the room made and continue the work from there. If the panel thinks the room chose wrong, say why in one sentence and then still show how you would make it succeed.

After the session

- Stay on for a 10-minute debrief with the moderator and production.
- Answer any unanswered Q&A items in writing within 5 business days; we publish them with the replay.
- Share the replay link with your network — we supply copy and images.
- Anything you promised on air (a number, a standard, a reference) gets sent to production for the follow-up note.

The eight episodes

#	TRACK	EPISODE	THE QUESTION ON THE TABLE
01	Public Works · Water	The Water System We Can't See	How do you prioritize a buried network when the records are a generation old?
02	Public Works · Energy	Keeping the Lights On	What does grid resilience look like when the load and the weather both change?
03	Transportation	The Corridor That Can't Close	How do you rebuild a working corridor without shutting the city down?
04	Roads & Bridges	The Bridge on the Deferred List	When inspection says "fair", how do you decide between repair and replacement?
05	Facilities · Design	The Building We Keep Renovating	How do you plan work on a civic building nobody has accurately documented?
06	Facilities · Construction	Did the Capital Project Deliver?	How does a public owner keep control of cost, schedule and quality on site?
07	Smart Cities · Planning	The Plan Nobody Can Coordinate	Whose model is right when planning, utilities and engineering all have one?
08	Smart Cities · Digital Twins	The Digital Twin That Has to Earn Its Budget	What does a city actually get for connecting its infrastructure data?

Session-day timeline

All times relative to going live. Production will hold to these to the minute.

TIME	WHAT HAPPENS
T-30 min	Green room opens. Audio and video check, name/title lower-third confirmed.
T-15 min	Moderator walks the run of show and the order of first responses.
T-5 min	Silence phones and notifications. Water in reach. Cameras on.
Live	90 minutes, six blocks, no break.
+5 min	Panel stays on after the stream ends.
+15 min	Debrief closes. Production sends the follow-up list.

Final checklist

- Headshot, title and 40-word bio submitted and approved.
- One real story you can tell without naming the client.
- One number you can defend on air.
- One clear position you are willing to be challenged on.
- One concrete first step a city could take on Monday morning.
- Wired connection, external mic, eye-level camera, front light, clean background.

Ground rules

- No sales pitches, pricing, or competitor comparisons on air.
- No confidential client information. Anonymize any real project you reference.
- Sessions are recorded and republished. Assume everything you say is permanent and public.
- Respect the moderator's time calls — they are protecting the audience's 90 minutes.

Questions, or want to propose a scenario?

ConnectMii Events · info@connectmiievents.com

Asset Mapping Events · www.assetmapping.events