



ISPOR 2024

Developing and Delivering Your Presentation



Welcome



ISPOR 2024 101



Developing Your Presentation



Preparing to Present



Polling & Audience Engagement



Uploading Your Presentation



Presenting Live



ISPOR 2024 101

HEOR: A Transformative Force for Whole Health

At ISPOR 2024, attendees will delve into the latest methodologies, data analytics, and evidence-based approaches that drive transformative changes in health and well-being.

Who will you find at ISPOR 2024?

Healthcare stakeholders, researchers and academicians, assessors and regulators, payers and policy makers, the life sciences industry, healthcare providers, and patient engagement organizations.

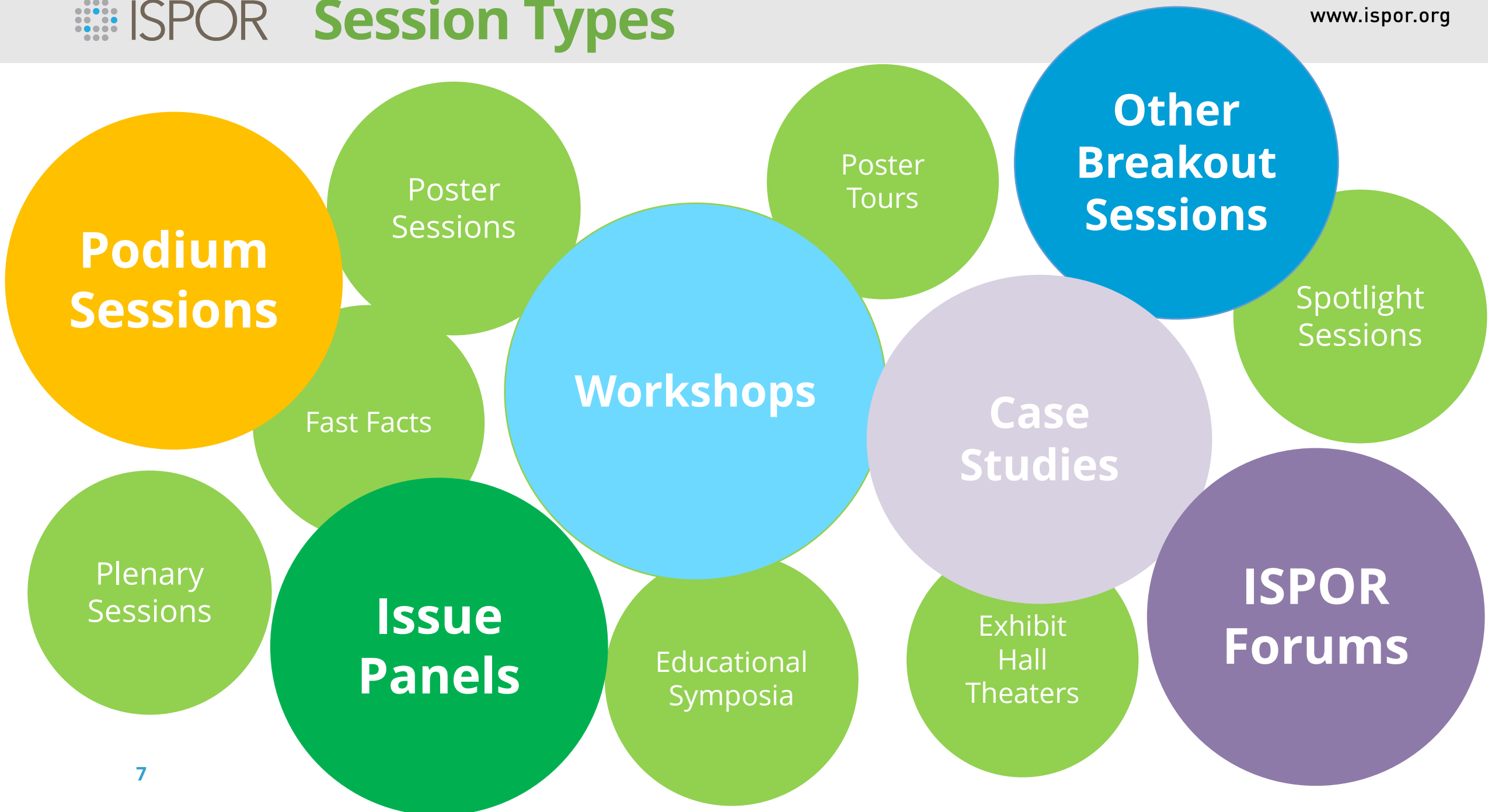
Location



All sessions will be held live, in-person at the Georgia World Congress Center.

Speakers are expected to present in-person in Atlanta, GA.

ISPOR does not send calendar invites for sessions. Please mark your calendar accordingly for your session!



Activities and Deadlines

- **Thursday, March 28**
 - **Deadline** for early registration
- **Friday, April 5**
 - [Housing Reservation Cut-off](#)
- **Monday, April 8 – Wednesday, May 8**
 - **Upload period** for session room .ppt (due 24 hours before your session)
 - **Submission period** for polling questions (due 24 hours before your session)
 - **Upload period** for supplemental material .pdf for the online program and meeting app
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 - **Deadline** to register



Speaker Resources Page

- Speaker Guide
- Presentation Development Guide
- Q&A Strategies
- Navigating Speaker Center
- ...and more!

Presentation Development Guide

This document contains information, best practice tips, and resources to help you develop your presentation from start to finish.

[DOWNLOAD HERE](#)

Q&A: A Guide for Success

A vital component to engaging sessions is the opportunity for the audience to participate in active discussion and Q&A. This guide provides questioning strategies to increase engagement and offers best practice tips to execute these strategies.

[DOWNLOAD HERE](#)

Speaker Guide

The ISPOR 2024 Speaker Guide covers essential program participation. This document contains reference information, helpful tips, and best practices to help you develop and deliver your presentation(s).

[DOWNLOAD HERE](#)

Speaker FAQ

Have a question? We have an answer! This document lists our most frequently asked questions.

[DOWNLOAD HERE](#)



Developing Your Presentation

Most sessions are 60-minute experiences.
Within the 60-minutes we encourage you to plan for 10-15 minutes of Q&A time with the audience.

(Except for Fast Facts...which are 30 minutes in length)

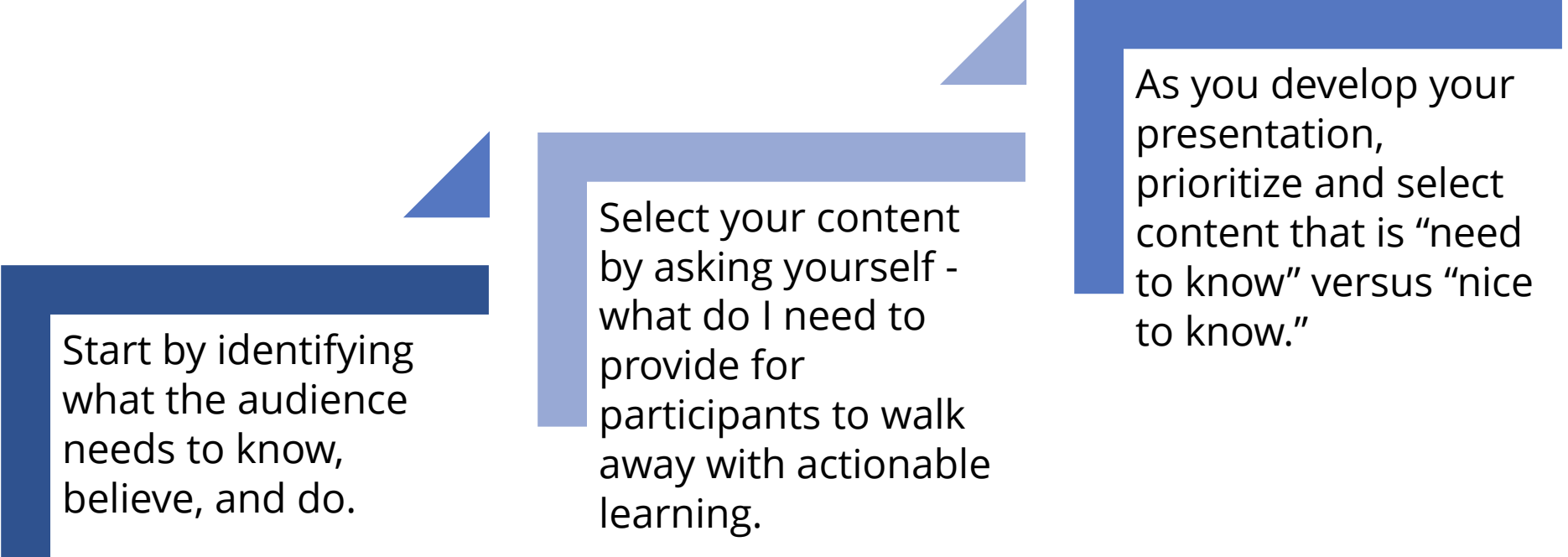
Attention Podiums and Case Studies!

Your session is comprised of 3-4 individual abstract presentations and a Moderator selected by the Program Committee. Each speaker will have **12 minutes** for their presentation and **3 minutes of Q&A** at the end of the session for each.

Designing a Strong Presentation

Start with the audience in mind

Design your presentation based on what the audience *needs* to know.



Start by identifying what the audience needs to know, believe, and do.

Select your content by asking yourself - what do I need to provide for participants to walk away with actionable learning.

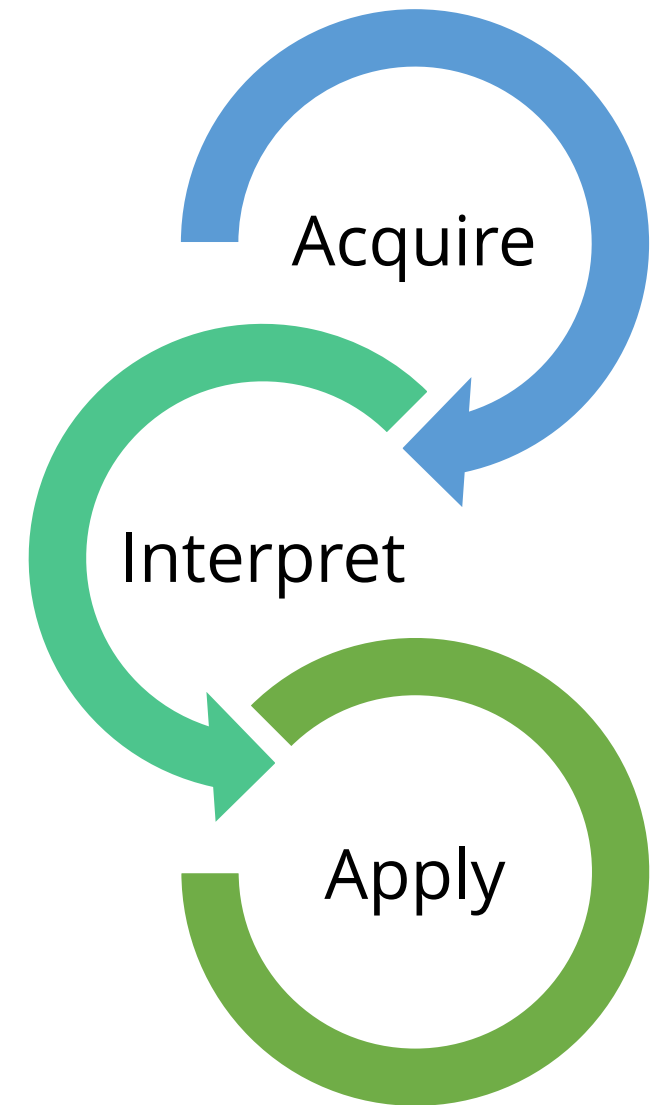
As you develop your presentation, prioritize and select content that is “need to know” versus “nice to know.”

Designing a Strong Presentation

Learning is a process

- Participants need to **acquire** information through presentation or discovery.
- Next, they need to **interpret** information to determine how it applies to their work.
- Finally, participants can begin to **apply** this new information.

Take Away - Provide opportunities for participants to process new information and reflect on it. Peer sharing and collaboration are effective tools in applying new concepts – aka leave time for Q&A and use engagement tools (like polling!)



Designing a Strong Presentation


Leave the audience inspired

- Have a concise presentation! Provide 3-5 retainable main points that participants will take away from your presentation.
- Focus on key points and organize them in a way that makes sense.
- Ensure your presentation compliments other presentations within your session without overlapping.
- Provide resources, tools, and experiences that will allow attendees to enact change or action after they leave the session room.



Preparing to Present

The Basics

- Review our speaker resources.
 - Coordinate your presentation content with your session co-participants.
 - Make your presentation accessible to a global audience.
 - Think about your terminology - avoid abbreviations, acronyms, and non-generic names that might be country specific.
 - Use real-world examples to highlight content.
 - Ensure your presentation is balanced and unbiased.
- 

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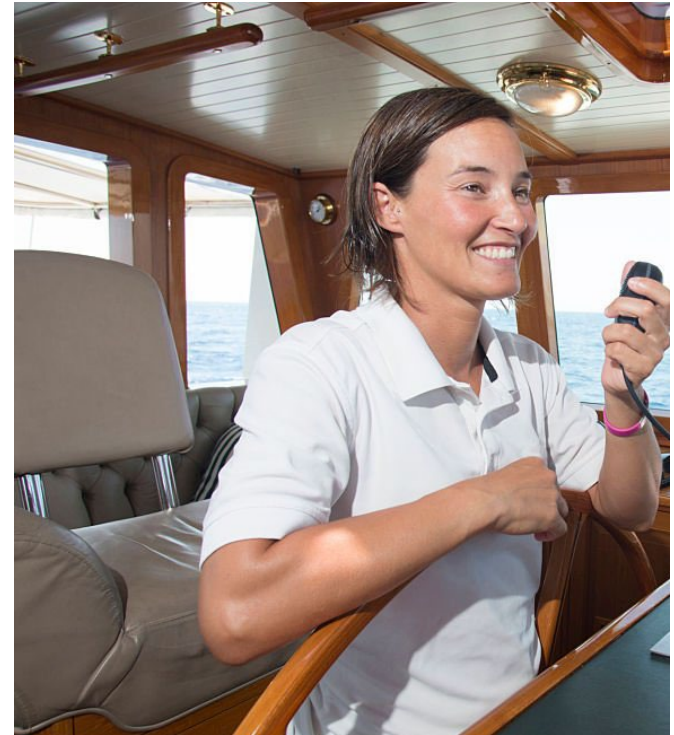
Have a question? We have an answer! This document lists our most frequently asked questions.

[DOWNLOAD HERE](#)

Moderator and Discussion Leader Roles and Responsibilities

Before Session

- Maintain a close working relationship with speakers, panelists, discussants as they develop their presentations.
- Ensure that the content being developed matches your vision for the program offering and there is no overlap of content between speakers.
- Meet with speakers well before the program offering via teleconference and/or email to ensure a cohesive session by reviewing the goals and objectives for the session, the length of time per presentation, and how Q&A with the audience will work.



Moderator and Discussion Leader Roles and Responsibilities

During Session

- Start on time and finish on time.
- Maintain timing of each presenter and allow ample time for questions and answers from the audience.
- Have your starter questions prepared for opening the Q&A portion of your session. This will allow you to engage audience participation while waiting for questions to start.



Goals Before You Present!

- Meet with your session co-presenters in advance to **align and review** presentation content.
 - *Schedule calls, exchange emails, meet on-site in the Speaker Ready Room.*
- Create a **concise** presentation with **actionable takeaways**.
- Ensure your slides **highlight** main points and **augment** your verbal presentation.
- Prepare for **audience engagement**.



Audience Engagement

Engaging the Audience

When presenting, you'll be able to use **polling**, **group exercises**, **digital handouts**, and **Q&A** to engage the audience during your session.



Polling

Poll questions are a great way to get an audience engaged. These little breaks keep the content dynamic while giving everyone a chance to participate and refocus.



Group Exercises

ISPOR will be reaching out to confirm any in-person group exercises selected during the workshop and other breakout session submission process.



Digital Handouts

Handouts along with PDF presentations can be uploaded into Speaker Center. The upload period for these materials is April 8 – May 8.



Q&A

A vital component to engaging sessions is the opportunity for the audience to participate in active discussion and Q&A.

Strategies for Q&A Engagement

Capture Their Attention

- **Start with a question and get attendees asking their own questions early. For Q&A sessions with pre-recorded content, encourage live attendees to answer questions and share their experiences.**

“I am a project team leader, and I must facilitate a team meeting to finalize our plans for an event. Over half of the team will need to join the meeting from various remote locations. Is this a familiar scenario in your workplace?”

Make the Content Relevant

- **Identify prior knowledge and connect to real-life applications to learning.**

“What is one way you could apply this process to complete a task in your day-to-day work?”

Foster a Positive Environment

- **Encourage attendees to share their learning goals and reduce common anxieties.**

“Something I struggle with when I’m teaching online is my pace. I don’t always move slowly enough for people to catch everything I’m doing. What is something you struggle with when teaching an online session?”

Provide Cognitive Support

- **Check for understanding and review and elicit questions from attendees.**

“Please take the next 60 seconds to review your notes about the topic we just discussed and try to identify any gaps in your understanding. What questions do you have about this topic before we move on to the next item?”

Q&A Best Practice Tips

- Prepare 2-3 questions in advance in case attendee Q&A is slow to get started.
- Let the audience know how much time is allotted for questions at the beginning of the session.
- Don't end the Q&A portion abruptly. Let the audience know how much time is left.
- Don't end on a question!
 - *When the speakers have finished answering all questions, repeat the main theme or key message of your session to bring closure to the session and reinforce the main points of the session.*



Polling Overview

Conferences have grown beyond attending just to listen to someone speak. Face-to-face events are about engagement, participation, and discussion to learn beyond listening to information.

Polling transforms one-sided presentations into two-way conversations with the audience. This web-based audience response system lets you embed interactive activities directly into your presentation. The audience responds by scanning a QR code on their phones.

Note: Polling is available *only* for **issue panels**, **short courses**, **workshops**, **other breakout sessions**, and **educational symposia**.

How Do I Add Questions to My Presentation?

Step 1

Choose Your Poll Type



- Choose from two different polling types: multiple choice with bar graph results and open-ended/short answer with word cloud results

Step 2

*Submit Your Polling Questionnaire and PPT
(April 8 - 24 hours before your session)*



- Download and complete the [polling questionnaire](#) with your questions and email to ispor@m-events.com **24 hours before your session.**
- Insert your polling questions into your presentation deck. Upload your ppt and indicate your interest in polling in M-anage **24 hours before your session.** The M-anage team will then build your poll.

Step 3

Test Your Polls Onsite



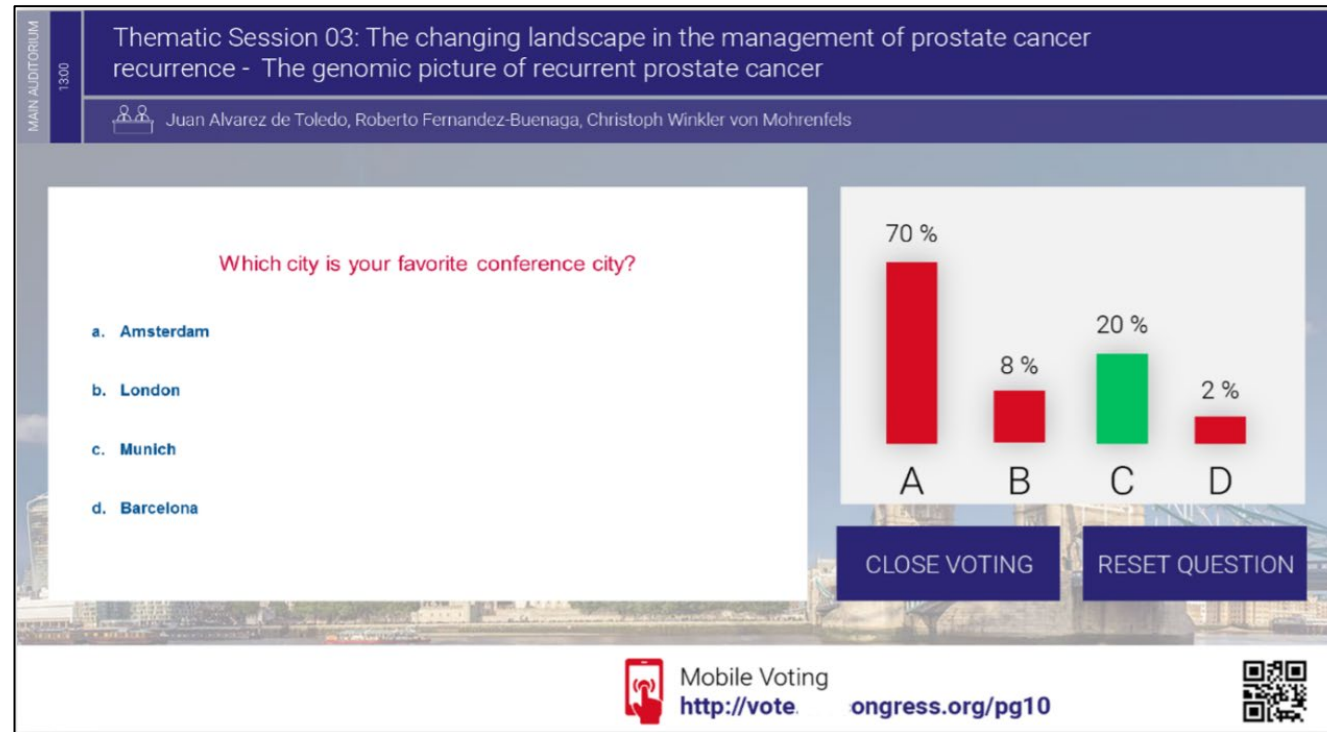
- Check-in to Speaker Ready Room no later than **3 hours before** your session. The M-anage team will review your poll and commit any final revisions to make sure everything will run smoothly.

Step 1: Choose Your Poll Type

Multiple Choice

The audience chooses from the response options you provide.

- The limit of answer choices is **6 total**.
- Each answer has a 256 max character limit.
- Results will be displayed in a bar graph.
- If there is a single correct answer, that choice can be highlighted in result.



Step 2: Submit Your Polling Questionnaire

Submit Your Questions: Download and complete the [polling questionnaire](#) with your questions and email to ispor@m-events.com.

You will need to indicate the type of poll, the question, and answers (if using multiple choice).

Polling Submission Period: April 8 – 24 hours before your session

Don't Forget...

- Make questions short and simple. Limit answer choices to **6 total**. Each answer has a 256 max character limit.
- Speakers cannot submit more than 5 total questions. Use questions sparingly to highlight the points you want to emphasize most.

Step 2: Insert Your Polling Question on Your Slides

Add your polls directly into your slide deck so the onsite team can build and activate your poll.

You cannot use animations or videos on this slide.

See sample slide:
available for download
[here](#) and on the
Speaker Resources
page.

It's Time for a Poll!

What is your favorite congress city?

- a) Amsterdam
- b) London
- c) Munich
- d) Barcelona

Best Practice Tip!

Do not include polling slides when uploading your PDF slide deck for handouts.

Step 2: M-anage: Select “Yes” for Polling and Upload Your PPT

For more detailed upload instructions, visit the [Speaker Resources page](#).

Polling Submission Period: April 8 – 24 hours before your session

The screenshot shows a web form titled "Upload Your PPT" with a breadcrumb trail: OVERVIEW > CONDITIONS > FILE TRANSFER. The form is divided into several sections. The top section contains session details: "Luisa Salazar" (name), "Date and place" (May 06, 2024 11:30 AM, Room A412, Level 4), "Session" (Test Session 1), and "Issue Panel". Below this is a question: "Do you have Polling?" with the instruction "Please answer 'Yes' or 'No'". To the right of the question, there is a red warning: "In order to continue, your response is mandatory." followed by radio buttons for "Yes" and "No". At the bottom of the form, there is a "Previous" button on the left and a "Next" button on the right, with the same red warning text above the "Next" button. A red arrow points from a text box at the bottom left to the "Do you have Polling?" question.

Upload Your PPT
OVERVIEW > CONDITIONS > FILE TRANSFER

Luisa Salazar
Date and place
May 06, 2024 11:30 AM
Room A412, Level 4

Session
Test Session 1

Issue Panel

Do you have Polling?
Please answer "Yes" or "No".

In order to continue, your response is mandatory.
Do you have Polling? Yes No

Previous

In order to continue, your response is mandatory. Next

Please reply to the question regarding Polling – **Not available for Podium, Case Study, Fast Facts, or Exhibit Hall Theater Sessions.**

Best Practice Tips



Sooner is Better!

At the start of your presentation, let the audience know you'll use polling throughout your presentation and to get their mobile devices ready. Before your first polling question, cue the audience so they are ready to participate in the poll.

Allow Time for Each Poll

Allow time for discussion of the response results. Build in approximately 1-2 minutes for presenting and polling and 2-3 minutes for discussion of each question. Be sure to give attendees time to respond.



Embrace the Silence

Don't panic when you don't see responses automatically populating within the live poll. Attendees are reading the question and focusing on their response. Fill the "silence" with extra food for thought! Tell the audience a story or give them things to consider as they select their response.

Don't Forget the Basics

- Inject humor
- Give real-life examples
- Be conversational
- Ask for a show of hands

The best panel discussions are spirited undertakings, with **high energy, focused content**, and **easy give-and-take between the participants**.



Uploading Your Presentation

Presentation Upload

Upload Period: April 8 – May 8

Access ISPOR
Speaker
Center

- Select **PPT and PDF Upload.**
- Click on your **name.**
- You will be linked to the presentation management system to upload your .ppt in M-anage

PPT presentations will network to the Speaker Ready Room and your session room for presentation

- Select **PPT and PDF Upload.**
- Click on the **title of your session.**
- Upload a PDF copy of your presentation and/or handout

Files will display in the ISPOR 2024 Mobile App and ISPOR website beginning May 6



M-anage Demo: Uploading Your PPT



Lights, Camera, Action!
Presenting Live

Session Room Setup

- **Room Set:** Maximum theater (chairs only), based on the venue's layout and capacities
 - *Please do not encourage attendees to move chairs*
- **Stage Set:** Head table, chairs, and podium/lectern on a riser
- **AV Assistance:** A technician and ISPOR team member will be stationed at each meeting room. If you need assistance, please see them directly.

Session AV

- The session room will be equipped with a:
 - projector with a screen
 - ISPOR provided laptop at the podium
 - downstage monitor
 - slide advancer
 - speaker notes display on a podium tablet
 - speaker timer
 - head table microphones
 - podium microphone

A Speaker Ready Room will be available on-site to view uploaded presentations and make any last-minute changes.



Important!

- Speakers will only have access to their PowerPoint presentation and **cannot access the internet or other software.**
- Presentations cannot be uploaded or modified in the session room.

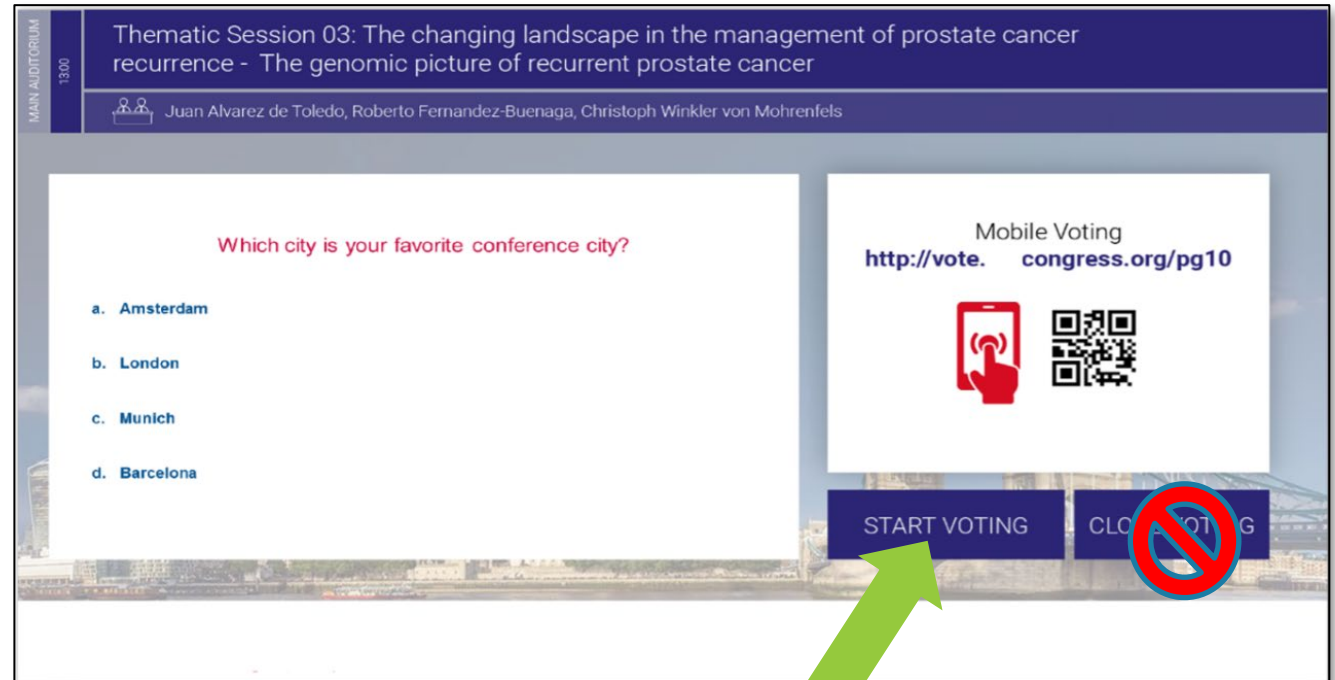
Presenting Your Polling Questions

All pollings will be embedded into your presentation. As soon as you get to a polling slide, the view will change from PowerPoint full-screen to the interactive-mode.

Once the polling slide is on the screen, read the question and answers and click on “Start voting.”

Important!

There may be a delay wait until the polling slide appears. Don't press too quickly to the next slide otherwise you may skip the polling.



The screenshot shows a mobile voting interface for a conference poll. At the top, a dark blue header contains the text "Thematic Session 03: The changing landscape in the management of prostate cancer recurrence - The genomic picture of recurrent prostate cancer" and the names of the speakers: "Juan Alvarez de Toledo, Roberto Fernandez-Buenaga, Christoph Winkler von Mohrenfels". Below the header, the poll question is displayed: "Which city is your favorite conference city?". The options are listed as: a. Amsterdam, b. London, c. Munich, and d. Barcelona. To the right of the question, there is a "Mobile Voting" section with the URL "http://vote.congress.org/pg10", a red icon of a hand touching a screen, and a QR code. At the bottom of the interface, there are two buttons: "START VOTING" and "CLOSE VOTING". A green arrow points to the "START VOTING" button, and a red circle with a diagonal line through it is placed over the "CLOSE VOTING" button.

Presenting Your Polling Questions



While attendees are scanning the QR code and entering their answers, a 20-second countdown will appear on your presentation and the screen.

A screenshot of a mobile voting interface. The top header is dark blue with white text: "Thematic Session 03: The changing landscape in the management of prostate cancer recurrence - The genomic picture of recurrent prostate cancer". Below the header, the names of the presenters are listed: "Juan Alvarez de Toledo, Roberto Fernandez-Buenaga, Christoph Winkler von Mohrenfels". The main content area is white and contains the poll question: "Which city is your favorite conference city?". Below the question are four options: "a. Amsterdam", "b. London", "c. Munich", and "d. Barcelona". On the right side of the screen, there is a background image of the Tower Bridge in London. A red circle highlights the text "18s left" on the bridge. At the bottom of the screen, there is a footer with a mobile voting icon, the text "Mobile Voting", the URL "http://vote.congress.org/pg10", and a QR code.

Presenting Your Polling Questions

When the polling stops, the results will appear on your presentation and on the screen. After you discuss the results, click on the button “Close voting” to return to your PPT.

The screenshot shows a presentation slide with a dark blue header. The header text reads: "Thematic Session 03: The changing landscape in the management of prostate cancer recurrence - The genomic picture of recurrent prostate cancer". Below the header, the names of the speakers are listed: "Juan Alvarez de Toledo, Roberto Fernandez-Buenaga, Christoph Winkler von Mohrenfels".

The main content area is split into two panels. The left panel contains the poll question: "Which city is your favorite conference city?" with four options: a. Amsterdam, b. London, c. Munich, and d. Barcelona. The right panel displays a bar chart with the following data:

Option	Percentage
A	70 %
B	8 %
C	20 %
D	2 %

At the bottom of the slide, there are two buttons: "CLOSE VOTING" and "RESUME QUESTION". A green arrow points to the "CLOSE VOTING" button. The "RESUME QUESTION" button is crossed out with a red circle and a diagonal line. At the bottom of the slide, there is a footer with a mobile voting icon, the URL "http://www.congress.org/pg10", and a QR code.

Reminders!

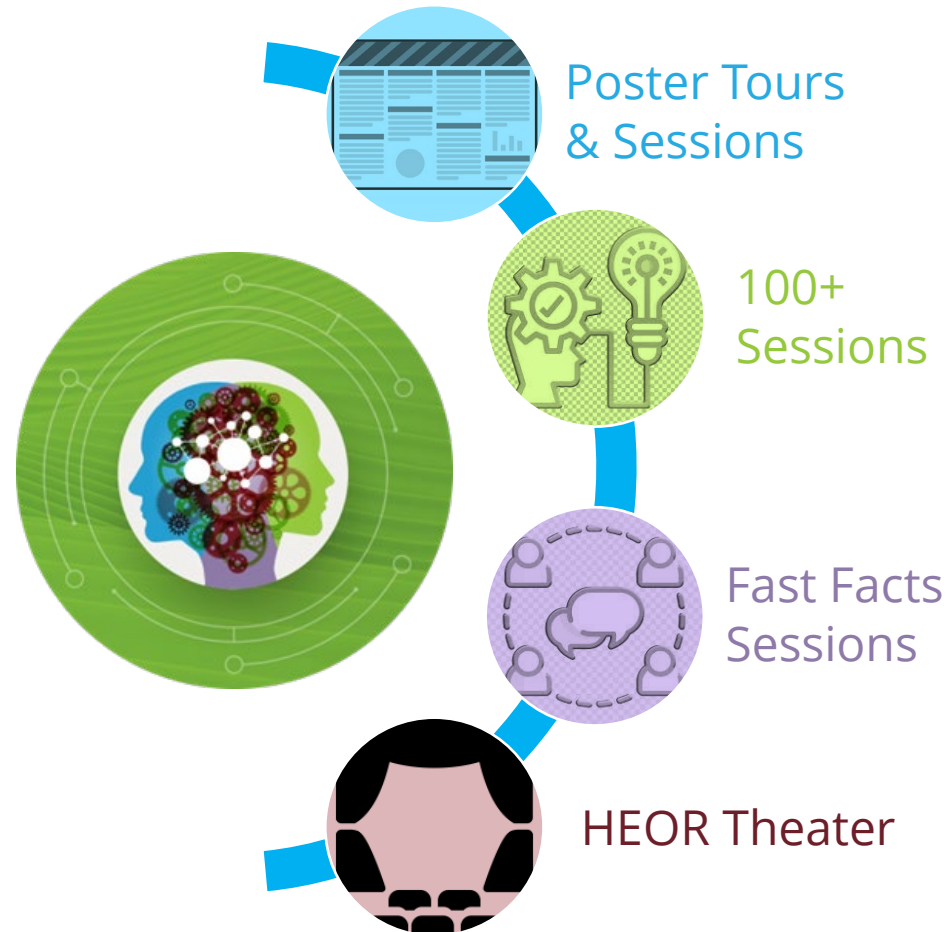
- Visit the Speaker Ready Room at least 3 hours prior to the start of your presentation to review your slide deck and polling (if included).
 - *You can replace your file with an updated version until your session deadline (3 hours before your session).*
 - *You can bring a USB/flash drive to the Speaker Ready Room, not your session room.*
- Arrive at your session room 20 minutes in advance!
 - *Use this time to review last-minute notes and speaker seating arrangements.*
 - *Moderators: Review the podium notes for awareness and announcements*
- ISPOR will have room monitors stationed at each meeting room to greet you, check you in to your session, provide key information and to make sure you are all set for a successful session.
- Start and end on time

And Please...

- **No** Personal devices/laptops for presentations
- **No** Promotional materials. These may not be distributed in either the meeting rooms or any other locations throughout the Center.
- **No** Video cameras and/or audio equipment are allowed in the meeting room(s).

Most of All...Have Fun!

Enjoy other sessions and activities. Take full advantage of being at ISPOR 2024!



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#ISPORAnnual—Tweet, Post, Share!



We are presenting at [#ISPORAnnual](#)! Join us on May 6 at 5:00 PM for a discussion on "How to Navigate the Digital Health Landscape: Global Value Frameworks and Payment Pathways" www.ispor.org/ISPOR2024

10:00 AM · Mar 27, 2024

1.2K Retweets 440 Quote Tweets 7.2K Likes



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Questions?

Thank
you

Your ISPOR Contact:

Kat Bissett, Manager, Meeting Content
kbissett@ispor.org

Diversity and Inclusion at ISPOR

ISPOR is strongly committed to diversity. The Society's [Strategic Plan and core values](#) embrace excellence through encouragement and acceptance of diverse ideas, cultures, and disciplines. Research submissions are encouraged from all stakeholders and are evaluated based on merit. ISPOR also aims to reflect the diversity of its membership in all endeavors and encourages consideration of diversity in abstract submissions. Diversity dimensions include (but not limited to) gender, career stage, ethnicity, race, education, sexual orientation, region/geographic location, physical disability, and religion. Additional information can be found at the Society's [Diversity Policy](#).