



Speaker Guide

Thank you for sharing your thought-leadership with ISPOR! We are looking forward to working with you and putting forward an impactful and successful conference.

ISPOR Europe 2022 will feature HEOR scientists and stakeholders who work on these key challenges and highlight innovative solutions, advances in HEOR, as well as examples of how partnerships and dialogue with other disciplines are contributing to address these issues.

This document is filled with reference information, helpful tips, and best practices to help ISPOR Europe 2022 speakers develop and deliver their presentations. **If you are a poster presenter, a poster resources page will be available in mid-August.**

SAVE THESE IMPORTANT DATES!

- **Thursday, 29 September** | **Deadline:** [Early Bird Registration Cut-off](#); Confirm your Participation, Complete Speaker Agreement, and Submit Your Bio/Photo
- **Friday, 21 October** | **Deadline:** Upload Slides and Submit Polling Questions
- **Tuesday, 1 November** | ISPOR Europe 2022 Virtual Platform Opens and On-Demand Podium Sessions Launch
- **Sunday, 6 June – Wednesday, 9 June** | ISPOR Europe 2022

PRESENTATION FORMATS

ISPOR Europe 2022 will be a hybrid event where registrants can attend either in-person at the Austria Center Vienna, Vienna, Austria, or virtually through our robust virtual platform. Please refer to your session format/next steps notification for your designated presentation format.



In-Person Sessions

In-person sessions will be conducted live in real-time in Washington, DC. Select in-person sessions will be live-streamed to the ISPOR Europe 2022 virtual platform, and nearly all in-person content will be recorded and available on-demand.



Live Virtual Sessions

Virtual only sessions will be conducted in real-time. All session content including the live Q&A will be captured and made available for on-demand viewing.



On-Demand Sessions

On-Demand sessions will be pre-recorded prior to the conference. These pre-recorded sessions will include Q&A. To ensure the highest quality session and recording, our Digital Event Producer will reach out to schedule the recording of your session. On-Demand sessions will be available for viewing when the virtual platform opens on 1 November.

All 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. On-Demand sessions will record for the full 60 minutes and include recorded Q&A with the moderator.

MEETING TIME ZONE

ISPOR Europe 2022 will take place in **Central European Time Zone (CEST)**. Make sure to set your clock to CEST for the meeting. ISPOR will not send calendar invites for your session. Click [here](#) if you need help figuring out your session time within your time zone.

DEVELOPING YOUR POWERPOINT PRESENTATION

ISPOR requires that all presentations use PowerPoint. PowerPoint slides help augment your verbal presentation. They are meant to be visual representations of information and data that can be reviewed quickly and clearly. These slides help improve cognition by using text and graphics to highlight the main points and themes of your presentation. The following tips will help you develop a slide deck that compliments your presentation and clearly displays your information.

Slide Deck Development Best Practice Tips

Format

- **16:9 widescreen format is required** for all presentations
- First slide: provide your conflict-of-interest statement
- Second slide: provide your presentation title, name, and affiliation
- Last slide: include your contact information so that attendees may reach out should they have additional questions

Font

- Use easy-to-read fonts such as Arial, Calibri, or Times New Roman that are supported by Office 2019.
- Use a font size of 20 or bigger
- Avoid excessive detail and limit text to the essentials (6-8 lines per slide, no more than 30 words per slide)
- Don't use full sentence, use keywords and bulleted lists

Background

- Avoid unusual colors and busy backgrounds
- Always have high contrast between colors (e.g., background and text)
- Balance text and images

Video and Audio Files

- Please see [this article](#) for file formats supported within PowerPoint.
- Consider compressing your videos. If you've authored your PowerPoint as a PPTX, there are tools within PowerPoint to do this automatically. Instructions are found [here](#).
- If you will be converting or authoring videos, we recommend H.264 encoding at less than a 5Mbps bitrate for best performance. Typical resolutions in the meeting room will be 1024x768 for 4:3 presentations and 1280x720 for 16:9 presentations. A 1080p, maximum bit rate encoding will bloat the size of your presentation with no visual improvement and may hurt performance.
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LOOKING YOUR BEST: APPEARANCE TIPS

In-Person



Presentation and Clothing

- The dress code for ISPOR Europe 2022 is business casual.

Virtual/On Demand



Presentation and Clothing

- Dress as you would for a face-to-face meeting (business casual)
- Darker color shirts/blouses appear better on camera
- Try to avoid busy plaid or patterned outfits as they could compete with your background.



Lighting and Camera

For virtual sessions, attendees want to see you just as they would during a face-to-face meeting. ISPOR strongly encourages you to be on camera during your session.

- Diffused light in front of you will usually work best to avoid shadows
- Try to position your camera so that it just above your eye level
- Appearance is not limited to you. Check your background to ensure nothing distracting is in sight. You are encouraged to use one of ISPOR's Virtual Zoom Backgrounds (see below).

TECHNICAL EQUIPMENT

In-Person



Onsite Audiovisual Equipment Provided:

- (1) PC Laptop with applicable cords
- (1) Projector and screen(s) suitable for session room size
- Wireless microphones and sound system for amplification
- Microphone to capture audience questions

Virtual/On Demand



Technical Equipment Recommendations

ISPOR recommends that you use a computer with the following to ensure the highest quality audio/visual for your presentation.



- Hard line (wired ethernet) internet connection
- [Zoom software downloaded](#) to your computer
- Camera
- Speakers
- Built in microphone or USB microphone

Best Practice Tip! Close all other applications on your computer so that notifications and distractions do not appear during your presentation.

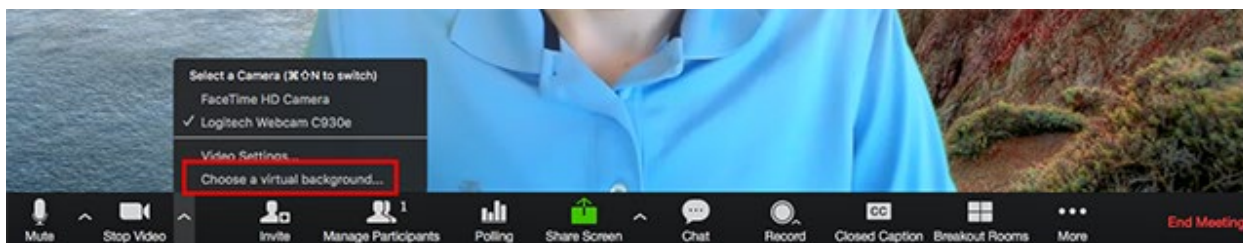
[Zoom Backgrounds](#)

You may use a virtual background even if you do not have a green screen. It is best to use a blank backdrop when using one of the virtual backgrounds. ISPOR provides several options for your use. Please check back in the coming weeks for these backgrounds.

[Background #1](#) | [Background #2](#) | [Background #3](#) | [Background #4](#)

To change your background, you will need to:

- Save the background of your choice to your computer
- Once in Zoom, click on the up arrow next to the camera
- Select “choose a virtual background”
- Select the saved background file from the prompt window.



[PRE-RECORDING YOUR PRESENTATION VIA ZOOM \(On-Demand ONLY\)](#)

On-Demand sessions will pre-record their presentation via Zoom. These pre-recorded sessions are recorded by our Digital Event Producer with all speakers together. They are recorded as if they are live sessions. ***Editing post-recording is unavailable.***

[HELPING YOU PREPARE TO PRESENT AT ISPOR EUROPE 2022](#)

ISPOR understands how nerve-racking meetings can be especially as we navigate this new, hybrid approach to presenting. To help guide you through the in-person and virtual meeting recommendations, ISPOR will be developing a webinar series to take you from developing your virtual presentation to delivering it. These trainings will walk you through planning your virtual session, highlighting best practices, and addressing technical aspects regarding the delivery of your session and audience Q&A. These sessions will be recorded and shared on the Speaker Resource webpage for those unable to attend the live event. Dates and time for these events will be posted soon.

[UPLOADING YOUR PDF PRESENTATION](#)

To advance our mission of promoting HEOR excellence to improve decision making for health globally, ISPOR requests that speakers upload a PDF of their slide presentation. The Uploading Your Presentation Guide (available on the Speaker Resources page) contains instructions on uploading your presentation through [Speaker Center](#) AND Orchestrator. The deadline to upload your PDF presentation is **Friday, 21 October**.

Supported File Types for Upload:

- **PPT, PPTX;** The Orchestrate system at *your event* is optimized for PowerPoint, whether created on a PC or MAC. To take advantage of advanced media support in PowerPoint, we recommend all PPT files be converted to the PPTX format. You can find the convert feature located under “File, Help” when you have your PowerPoint open.
- **PDF;** Supported.
 - **Please note:** PDF files will be automatically uploaded to our online event platform. We strongly suggest you upload PPT/PPTX files if you are anticipating edits to your presentation before the event.
- **KEY; Keynote files are not supported.** Please export your presentation as a PowerPoint or PDF file for upload.
- **Prezi** files are currently *unsupported* for upload.

DIVERSITY AND INCLUSION

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. ISPOR also aims to reflect the diversity of its membership in all endeavors and encourages consideration of diversity in all presentations. 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](#).

QUESTIONS?

Have a question? We have an answer! Our FAQ guide (available on the Speaker Resources page) lists our most frequently asked questions. Or you can reach out to Bianca Kovalenko at bkovalenko@ispor.org.

We look forward to working with you to execute a great session!