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Virtual ISPOR 2021 Speaker Technical Training

Welcome!



This training is designed to help prepare Moderators, Speakers, and Discussion Leaders who are participating in **LIVE sessions** at Virtual ISPOR 2021.

Throughout the training, the ISPOR Team will address details specific to:

- Issue Panels
- Workshops
- Forums
- Group Discussions
- Educational Symposia

In this Speaker Training Guide, we will cover



Virtual Conference Overview



What to Expect: Before and During the Virtual Conference



Pro Tips for Participating in an Online Session



Polling



Preparing to Participate: Technical Requirements and Set-Up



This training guide is filled with a multitude of reference information and tips to aid in your role as a program participant for ISPOR!





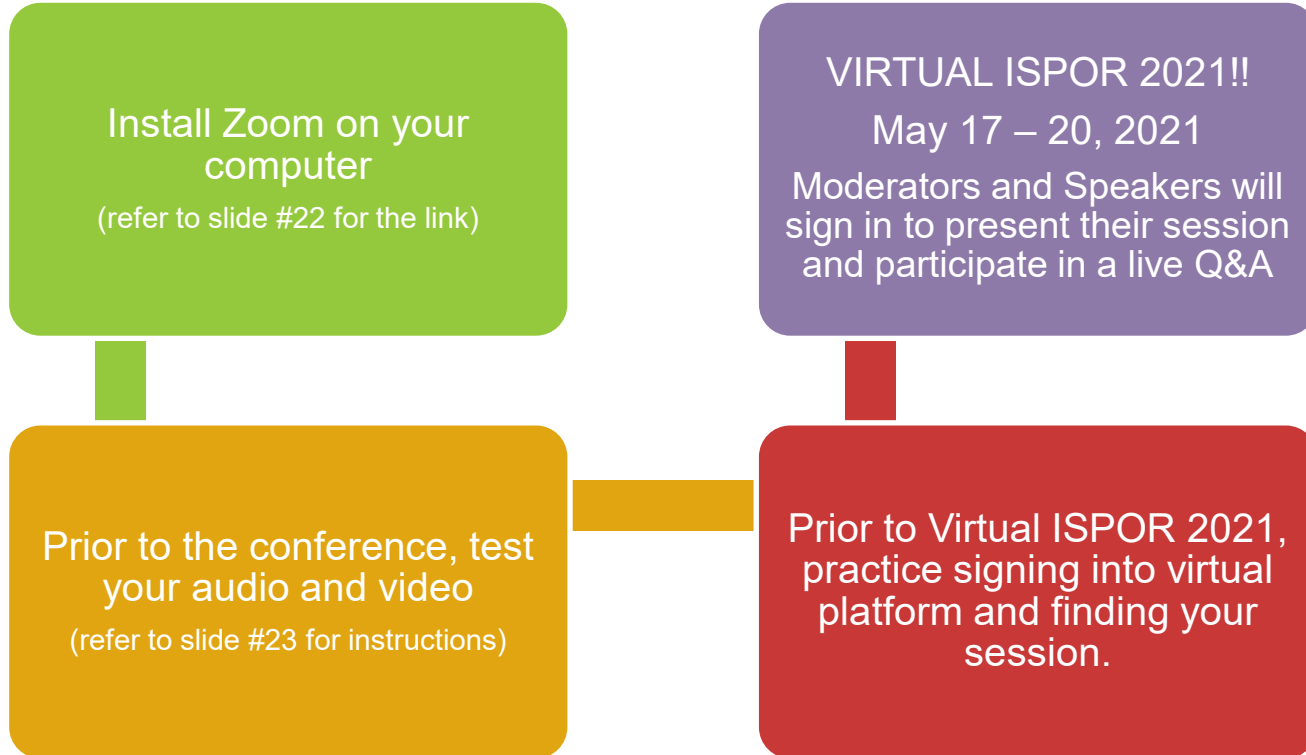
Virtual Meeting Overview


Virtual Conference Overview

- This is a **blended learning experience** designed to connect thought leaders and attendees in a virtual environment accessible from anywhere in the world through an online platform.
- The Virtual ISPOR 2021 conference will be **comprised of LIVE and Prerelease (On-Demand) session access**. All sessions (playback from LIVE and On-Demand) will be available within the platform until June 30.
- **The Virtual ISPOR 2021 Meeting is scheduled for May 17-20, 2021.**



How it All Works: LIVE Sessions – High Level



A miniature figurine of a man in a dark suit and tie stands behind a small, light-colored podium. The podium is placed on a black computer keyboard. A speech bubble above the figurine contains the text "Together we adapt and move forward".

Together we
adapt and
move forward

Best Practices for Preparing and Participating in a Virtual Meeting

Pro Tips for Moderators, Speakers, and Panelists

The same strategy that applies to face-to-face meetings, applies to virtual meetings



- Understand the overall objective of your session
- Work with fellow speakers/panelists to ensure everyone's respective content aligns with one another's and supports the objectives for the session
- The content of each presentation should compliment and, preferably, builds on each other

General Pro Tips

- Moderators/Speakers Should Meet Up in Advance of the conference
 - Try to schedule a call to review content and slides for each presentation or discuss via email
- Nothing derails a great session more than having one (or more!) speaker(s) speak much longer than had been planned...
 - A good rule of thumb is no more than 1 slide per minute of presentation time
- Sign into the Live Virtual Meeting on-time

Pro Tips for Q&A: Issue Panels | Workshops | Forums | Educational Symposia

- Prepare several questions for the Q&A portion in case there are no immediate questions from the audience.
 - This is also an opportunity to punctuate key points from your presentation
 - Share your questions, with the Moderator and fellow speakers/panelists, during the Warm-Up Session.
- During the live Q&A portion of the session, the goal for speakers/panelists, is not to simply answer questions, but to draw links between the questions and their content.

During your session, questions will be submitted by attendees via the Q&A Feature. In addition to submitting questions, attendees can upvote questions from other attendees. How to manage session Q&A is covered on slides 38-39 in this guide.

Tips for Q&A Success: As the Session Moderators and Discussion Leaders

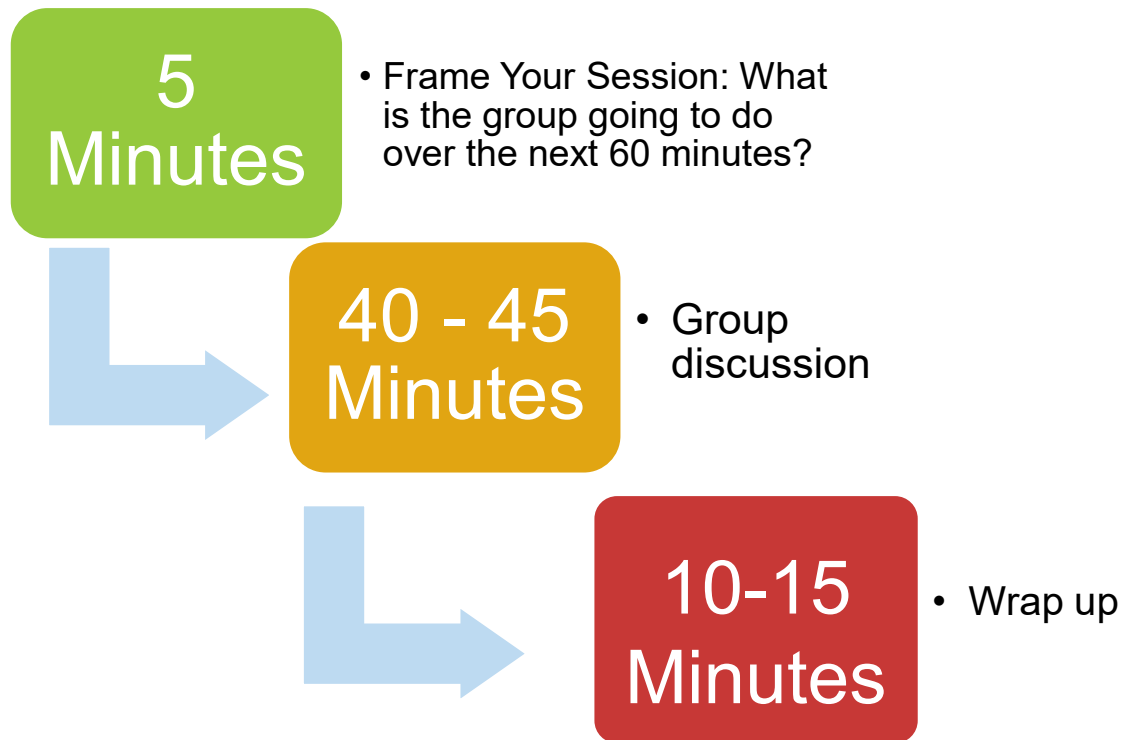
- **Announce the Q&A session timing at the beginning of the session:**
This accomplishes two things:
 1. Your audience is reassured that they will get to ask their questions
 2. Your audience is encouraged to start thinking of questions.
- As the Q&A session begins, **let your audience know how much time you have:** “We have about fifteen minutes for your questions.”
- **Don’t end the Q&A session abruptly.** Let the audience know: “We have time for two or three more questions.”
- When your speakers have finished answering questions, **repeat the main theme or key messages of your session, or repeat the call to action if applicable.** This technique will bring closure to the process and reinforce your messages.

Pro Tips for Q&A: **Group Discussions**

- Prepare a few questions to start the discussion
- Share your questions, in advance, with fellow Discussion Leaders to allow them to prepare

During your discussion group, attendees can ask questions out loud and/or via the Chat Feature. How to manage Chat is covered on slide 40 in this guide.


Group Discussion: Sample Engagement Formula



Slide Deck Development Tips and ISPOR Requirements

Format

- **16:9 widescreen format is required for all presentations**
- You may use your own template, no standard template is required
- First slide: provide a conflict-of-interest statement
- Second slide: provide the presentation title, your name and affiliation(s)
 - Last slide: include presenter contact information so that attendees may reach out should they have additional questions



If you are
using slides

Font

- Use easy-to-read fonts such as Arial, Calibri, or Times New Roman
- 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

Pro tips: Beyond the Slide Deck, DOs



Sessions are much more engaging when we can see our experts speak

Camera Positioning and Lighting

Be sure that your camera is properly positioned on the main monitor you will be using for the virtual meeting. Make sure it's in a stable position and focused at your eye level. Doing so allows for more direct engagement with the other meeting participants. Also, be sure you have good lighting; natural side lighting is usually the best.


[Check out these pro tips from Articulate](#)

Appearance

When attending a virtual conference with video, the rule is to dress as if you were in the office. Remember, that appearance is not limited just to you. Be aware of the condition of your surroundings. Messy piles of paper on your desk? Piles of laundry? Stack of dirty dishes? Anything else distracting behind you or in view of the camera?

Multi-tasking

Eliminate distractions and focus on the meeting. Turn off notifications, close or minimize running applications and mute cell phones, streaming radio, etc., are

A miniature figure of a man in a dark suit and tie stands behind a small, light-colored podium. The podium is placed on a black computer keyboard. The man has his arms outstretched as if speaking. A speech bubble above him contains the text "Let's see how many....".

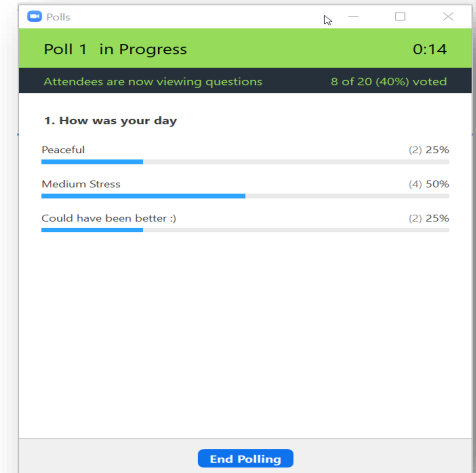
Let's see how
many....

Polling

The Virtual Platform works with Zoom Polling

Virtual events, just like face-to-face events, **should be about engagement, participation, and discussion as a means to learn beyond passive listening.**

Zoom polling allows you to create single choice or multiple-choice polling questions for your presentation. These polling questions will be launched during your presentation for attendees to respond to in real-time.



Developing Your Polling Questions

- **Questions must be submitted in multiple choice format.** This includes true/false and yes/no.
- **Make questions short and simple.** Limit answer choices to 5 total.
- 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.**
- A **maximum number of 5 total questions** may be submitted to ISPOR. Use questions sparingly to highlight the points you want to emphasize most.

Submitting Your Polling Questions

Submit your questions to
Jess Warner at
jwarner@ISPOR.org

Questions must be submitted in the order in which they will be presented. All questions must be in a multiple choice format and include no more than 5 answer choices.



ISPOR staff will create your polling questions within Zoom

Note: In your slide deck, be sure to include prompt slides for cueing the polls.



ISPOR Staff will open each poll during your live presentation.

Note: the polling questions will not be added to presentation decks.

Polling questions submission deadline has been extended to by Friday, May 7.



Preparing to Participate: Technical Requirements and Set-Up

What Technology is Needed to Participate in Virtual ISPOR 2021?

- A computer with:
 - a hard line (wired ethernet) to the internet *(preferred for best quality)*
 - Zoom software downloaded *(refer to next page)*
 - Speakers
 - a built in Microphone, USB microphone, or an inline microphone on headphones.
 - Note: if you do not have a microphone hook up, we suggest using the dial-in number option to ensure better sound quality

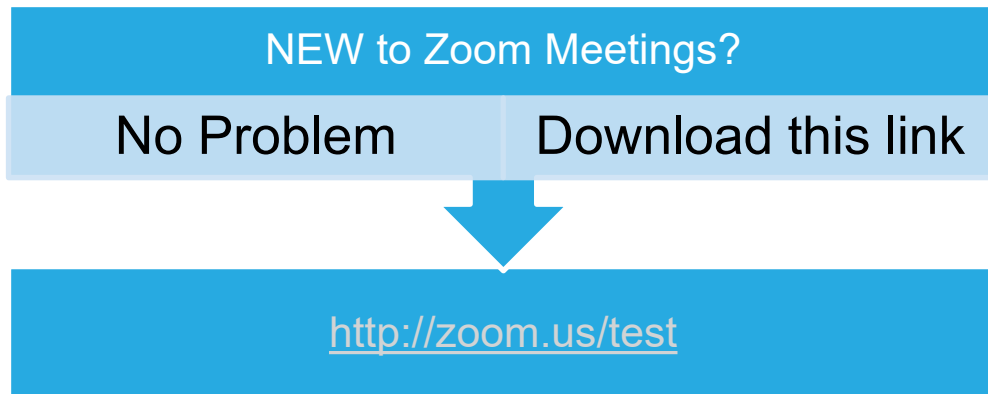
Pro Tip

Use a head set with
built in microphone



ZOOM: Set Up

- ISPOR uses the **ZOOM Webinar platform** for virtual meetings.




Unsure if you have Zoom already on your computer? That's OK. Go ahead and click the link above to open a Zoom test. If you have Zoom already, your computer will simply upgrade to the latest version and if you're new, Zoom will be added to your computer.

Overview: Testing Your Audio & Video Before the Virtual Meeting

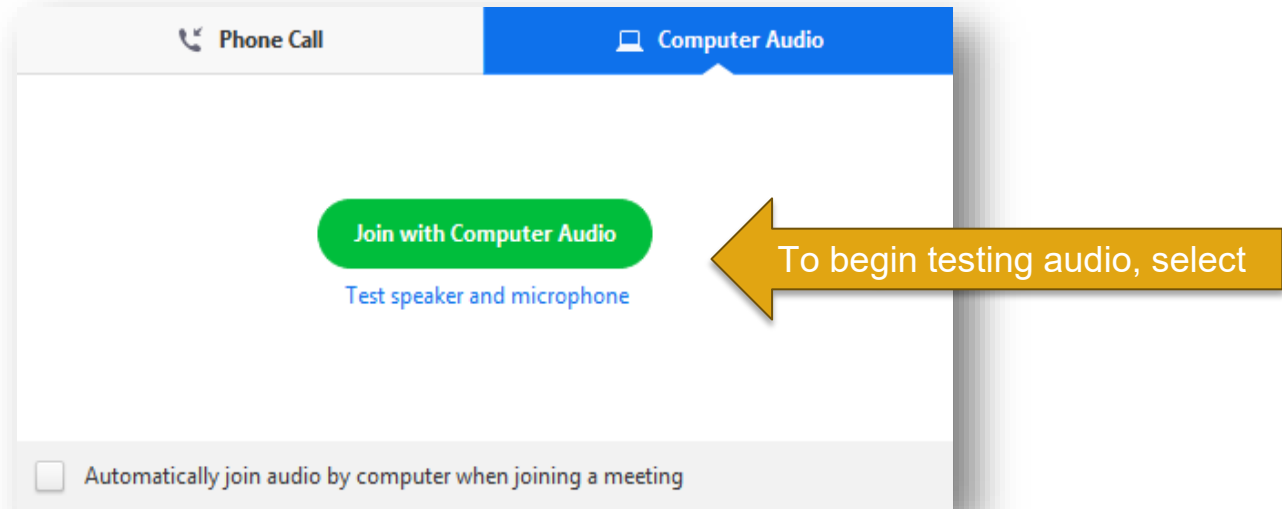
- Test your speakers and mic to ensure your audio is working correctly with Zoom.
 - **Prerequisite:** To test the audio you must have [Zoom installed](#) on your computer.
 - **NOTE:** There are two ways to join meeting audio, [joining via computer](#) or [joining via telephone](#).
ISPOR recommends joining by computer

PRO Tips

Log in once and test your audio AND video as well as upload a profile picture. [Join a test meeting](#) to test your audio and familiarize yourself with meeting controls ahead of the Practice Run.

- On Windows or Mac: 
 - **Testing your audio before a meeting**
 1. Log in to Zoom
 2. On the first screen, select **Test speaker and microphone**.

Testing Your Audio: After Signing into Zoom



The meeting will display a pop-up window to test your speakers. If you don't hear the ringtone, use the drop-down menu or click No to switch speakers until you hear the ringtone. Click Yes to continue to the microphone test.

Setting the Stage: ISPOR Virtual Zoom Backgrounds

ISPOR has created 4 virtual meeting backgrounds for program participants to choose from. **Using an ISPOR background is optional.**

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 has provided several options for your use. To download, click on link below. The Image will open in new window. Right click on image and choose "Save As".

[Background #1](#)



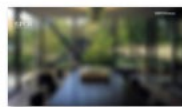
ISPOR
background-1

[Background #2](#)



ISPOR
background-2

[Background #3](#)



ISPOR
background-3

[Background #4](#)



ISPOR
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.

Zoom Terms

- **Host:** That's ISPOR
- **Panelist:** No matter your role in the conference, all Moderators and Speakers are known as “Panelists” in Zoom.



Conference Time! What You Need to Know.

Day of the Live Virtual Meeting, What to Expect: Issue Panel | Workshop | Forum | Educational Symposia

Step 1

Sign into the virtual platform.

Step 2

Find your session, then select the join webinar button. Zoom Webinar will open and you will be joined as a Panelist

Step 3

Say hello to your fellow session participants and ISPOR host (staff).

Note: The first 30 minutes of the session is dedicated to ensuring all session participants can log in followed by a brief run through before we invite the live audience into the session.

Step 4

LIVE will present in real-time

Following the LIVE presentation, speakers will be able to address attendee questions.

Day of the Live Virtual Meeting, What to Expect: **Group Discussions**

Step 1

Sign into the virtual platform.



Step 2

Find your session, then select the join meeting button. A Zoom meeting will open and you will join as a participant



Step 3

Say hello to your fellow session participants and ISPOR host (staff).

Note: The first 30 minutes of the session is dedicated to ensuring all session participants can log in followed by a brief run through before we invite the live audience into the session.



Step 4

Hold your discussion in real-time

Discussion leaders can engage attendees and encourage a conversation.

How to Join Your Virtual ISPOR Session:



1. Sign into the virtual platform

- [ACCESS LINK](#) for Virtual ISPOR 2021
- Remember to visit the Virtual ISPOR 2021 virtual platform **one week prior to the conference start date** to confirm you have access

2. Click on Program then select Live Sessions and you will be directed to login

3. Find and select your session

4. Then select the JOIN button. The Zoom Webinar will open you will enter the session as a Panelist. Note: 30 minutes before your session, you will be able to gain access

Please Note:

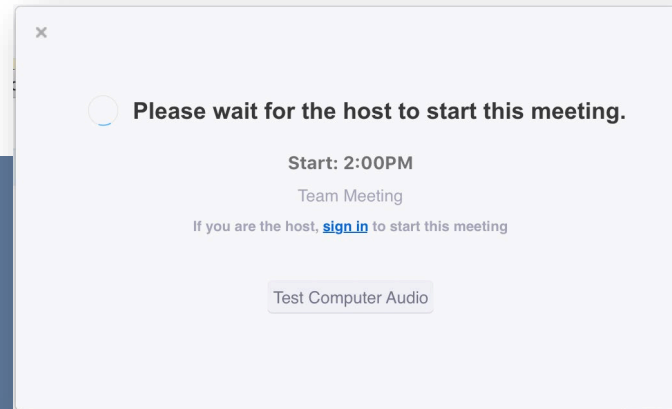
If you are having an issue logging into platform and/or accessing your session, please **use the Live Chat** and **you will be given a direct link to your session**. Be sure to double check that you are using the email address that is associated with previous information received from ISPOR.



If you find yourself in a Zoom Waiting Room

The Waiting Room is enabled to prevent non speakers from accessing the “meeting room” as panelists.

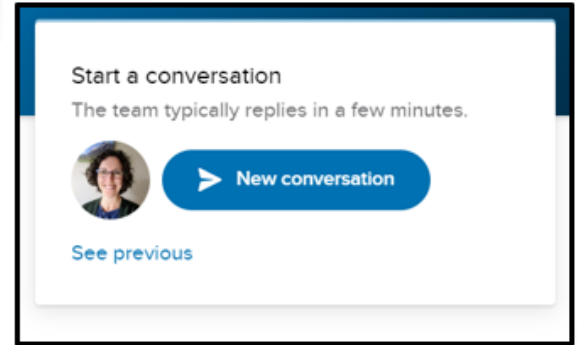
To trouble shoot: please **use the Live Chat** and you will be given a direct link to your session.



Remember:
Be sure to double check that you are using the email address that is associated with your participation in ISPOR 2021.

Finding Live Chat: Quick Assistance/Trouble Shooting

Look at the [bottom right](#) to find the [blue “Live Chat” widget](#) for technical support during the live conference hours



Session Warm-Up

Prior to the start of the session, the ISPOR staff will review important steps with panelists:

- Confirming video and audio
- Confirm Polling
- Review Q&A
- Review mute/video on/off
- Share Screen Instructions – Set up slideshow
- Attendees will enter in listen-only mode (muted and no video)
- To interact with attendees, we will use Q&A and Chat feature

Note: Only when warm-up is complete will the staff member “broadcast the webinar”. This starts the recording and allows attendees to join. The ISPOR Tech will remain on the entirety of your session.

Audio and Camera: Final Check

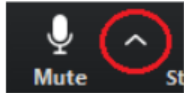


Pro Tip

Be sure to check your audio (speakers and mic) and video camera **AFTER** you the join the conference.

Re-check Audio and Video

After you have joined the meeting, hover your mouse near the bottom of the zoom window to see the controls. Click on the arrow next to the microphone control to confirm you are on the microphone you intend to use.



Make sure that your microphone is not muted so attendees can hear you. You may mute and un-mute by clicking the microphone symbol.

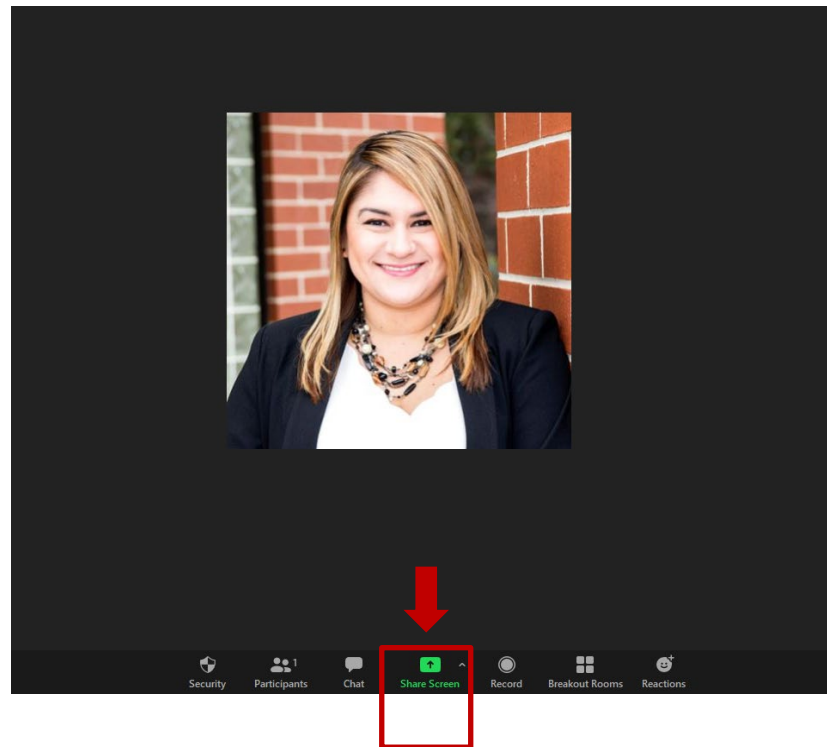
Next, click on the arrow next to the video control and confirm you are on the camera you have previously tested and intend to use.



Screen Sharing

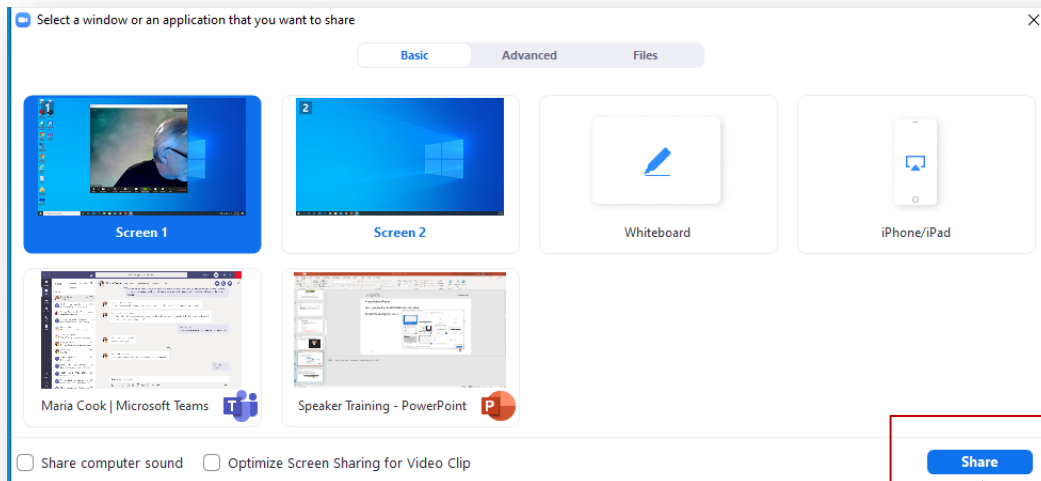
To share your screen first make sure the slides that you want to share are open and ready for presentation. **No other windows should be open at this time** (email, chrome, etc.)

In Zoom select “Share Screen”



Screen Sharing Continued

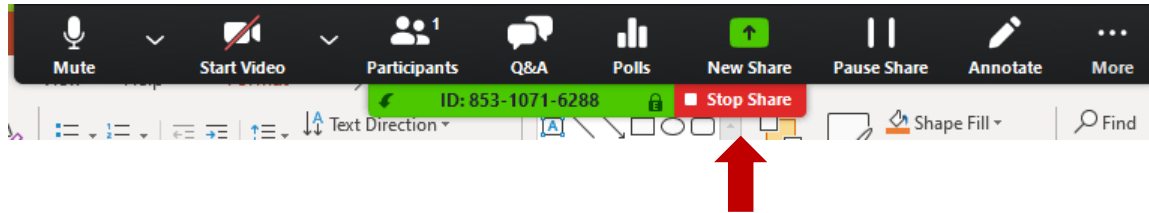
- A new window will open
- **Select your power point presentation and click “Share”**
- You are now sharing your screen
- You do not need to select any of the check boxes below



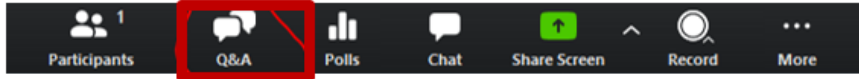
When Your Presentation is Complete

To stop sharing, **select “Stop Share”** from the top of your screen

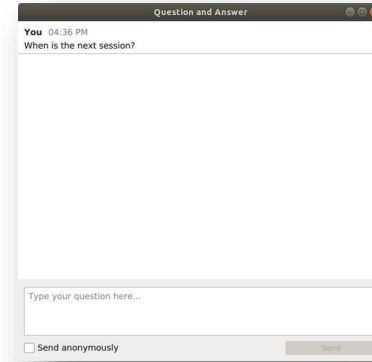
Please note: you might need to hover your cursor over the screen you are sharing for the Zoom controls menu to appear. If you are having trouble with “Stop Share” please let the ISPOR staff know, and they stop the share for you. This will be reviewed in the warmup period.



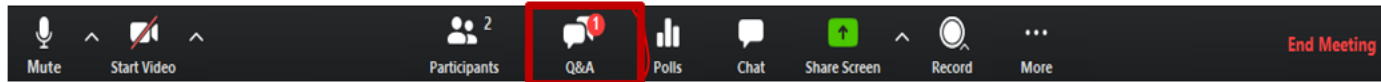
Working with the Q&A Feature: Issue Panels | Workshops | Forums | Educational Symposia



1. Select the Q&A icon from the Zoom controls menu
2. A Pop-Up window will appear for the attendee to type in a question.



Attendees can ask questions by clicking on the Q & A icon. **During the warm-up session speakers should designate one person to monitor the Q&A during the session.** A number will appear over the Q&A icon as questions come in.



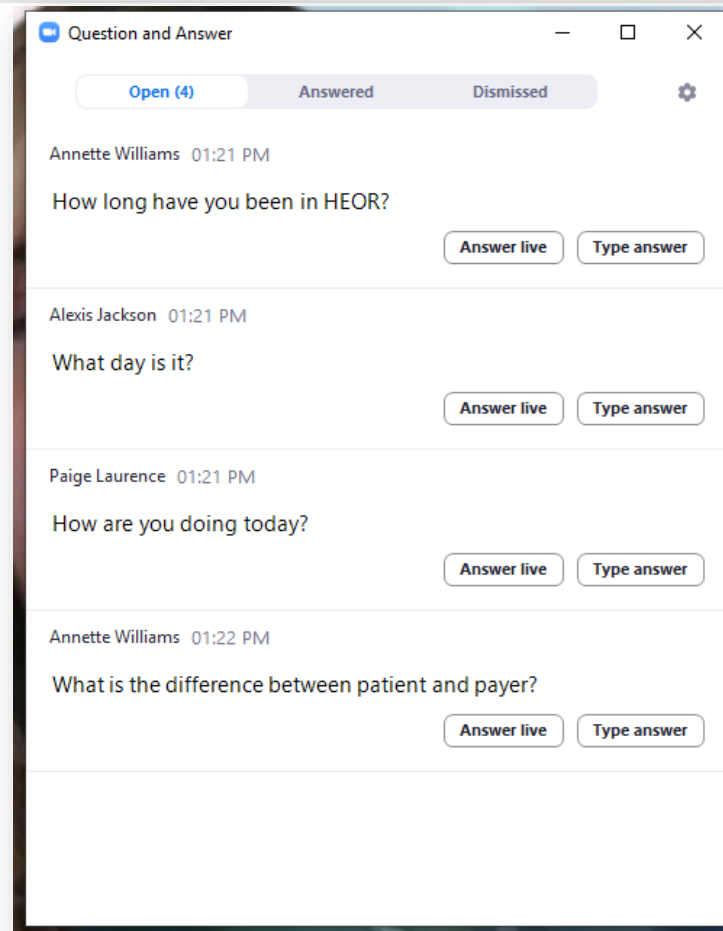
Working with Q&A Continued

When you click in the Q&A icon, a window with the question will open on your screen and different choices will appear under each question:

Answer live – this will cue the question to be answered live on air.

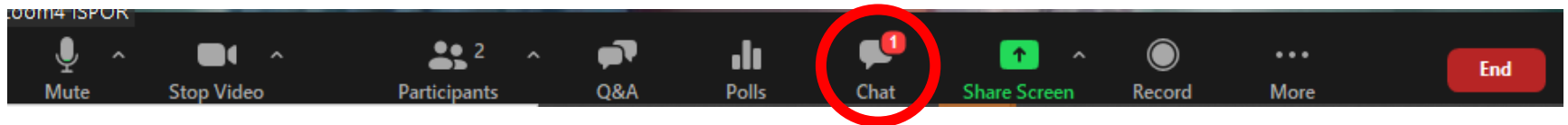
Type answer: panelists can type in an answer that will not be discussed live on air.

Dismiss answer: In case question or a question not pertaining to the subject appears, the ISPOR staff will dismiss the question.



Session Chat

- **Attendees will be able to use to Zoom chat feature to interact with other attendees**
- An **ISPOR staff will serve as a chat moderator** and will be present in every session to monitor the chat interactions
- **Any questions directed to panelists in the chat will be redirected to the Q&A**
- **Speakers are welcome to participate in chat** but are not required to



Note for Group Discussions: A separate guide for navigating verbal chat will be sent to you under separate cover. #AttendeeGroundRules



Questions?

If you have any technical and/or program questions, please contact the ISPOR team at Conferences@ISPOR.org



Before concluding today's speaker training session, we have a few more resources and reminders for you:



Speaker Registration



Uploading Your Presentation PDF



Speaker Resource Page



ISPOR 2021 Community



ISPOR 2021 Attendee Guide

Registration Reminder

- Don't forget to complete your registration – **you will not be able to access your session without being registered for the conference.**
- **Speakers receive a 35% discount** off their applicable registration rate.
 - Click here to register for Virtual ISPOR 2021.
 - Enter the **promo code Speaker** in the source code box to receive the discount.
 - Please note that the promo code is case sensitive.
 - All speakers **must be registered before May 10.**
- **Government speakers entitled to complimentary registration will automatically be registered for Virtual ISPOR 2021.** No further action is required.

Uploading Your Presentation PDF

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.**

These **PDF presentations will be displayed within the ISPOR Presentation Database and on the ISPOR website.** Only presenters who have provided consent through Speaker Center will have their PDF presentation displayed.

Deadline to Submit the Presentation PDF: Thursday, May 13

[Click here](#) to access our PDF Uploading Quick Instruction Guide.

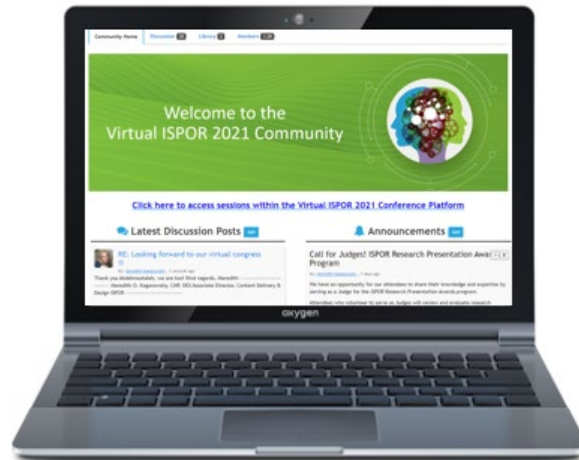
Speaker Resources

- Be sure to visit the [Speaker Resource page](#) within the Virtual ISPOR 2021 website for **Speaker Guidelines**, **PDF upload instructions**, **polling information** and more.
- NEW Resource to be shared soon – **virtual Speaker Badges!**



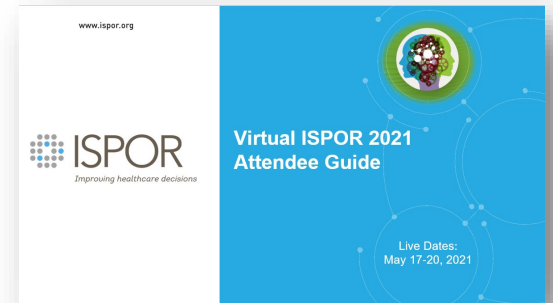
ISPOR 2021 Community – NEW this Year!

- **Connect with attendees well before the live conference begins** via the ISPOR Community platform. All registered speakers and attendees have access to the Virtual ISPOR 2021 community.
- Stop in to view and add to discussion threads, **promote your session(s), post questions to gauge our audience**, find other attendees, gain virtual “travel” tips, and much more.



Attendee Guide

- This quick guide addresses **accessing and navigating the virtual platform** for Virtual ISPOR 2021.
- Guide highlights include:
 - an overview of **networking activities**
 - **finding sessions** within the program agenda
 - **visiting exhibits**
 - **viewing posters** and **participating in poster discussions**



Look for the Attendee Guide in an upcoming issue of the Attendee Newsletter and on the [Virtual ISPOR 2021 Conference website](#).

We cannot say this enough

Thank you!