ISPOR 2024
Developing and Delivering Your Presentation
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.
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!
Session Types

Podium Sessions
- Plenary Sessions
- Fast Facts

Issue Panels
- Poster Sessions
- Educational Symposia

Workshops
- Poster Tours
- Exhibit Hall Theaters

Case Studies
- Spotlight Sessions
- ISPOR Forums

Other Breakout Sessions
- Breakout Sessions
- ISPOR Forums
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

- **Friday, April 19**
  - **Deadline** to complete speaker agreement & consent form
  - **Deadline** to submit your bio/photo for online program and mobile app
  - **Deadline** to register
Speaker Resources Page

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

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.

Multiple Choice

Thematic Session 03: The changing landscape in the management of prostate cancer recurrence - The genomic picture of recurrent prostate cancer

Which city is your favorite conference city?

a. Amsterdam
b. London
c. Munich
d. Barcelona

70% 8% 20% 2%
Step 1: Choose Your Poll Type

The audience responds freely, with any single word they wish. You can choose your results to display in a word cloud.
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.

Best Practice Tip!
Do not include polling slides when uploading your PDF slide deck for handouts.

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
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

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.

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

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

⚠️ 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.

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

- Poster Tours & Sessions
- 100+ Sessions
- Fast Facts Sessions
- HEOR Theater
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#ISPORAnnual—Tweet, Post, Share!

Kat Bissett  
@kbispor24

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](http://www.ispor.org/ISPOR2024)

10:00 AM • Mar 27, 2024

1.2K Retweets  440 Quote Tweets  7.2K Likes
Questions?
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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.