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**ISPOR**

*Improving healthcare decisions*

# ISPOR Europe 2025

Developing and Delivering Your  
Presentation



Welcome



ISPOR Europe 2025: 101



Developing Your Presentation



Preparing to Present



Uploading Your Presentation



Audience Engagement



Presenting Live

# ISPOR Europe 2025: 101

# Powering Value and Access Through Patient-Centered Collaboration

This year's theme, "Powering Value and Access Through Patient-Centered Collaboration," emphasizes the importance of strengthening partnerships across the healthcare ecosystem to accelerate patient-centered decision-making on healthcare value and access.

## **Who will you find at [ISPOR Europe 2025](#)?**

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

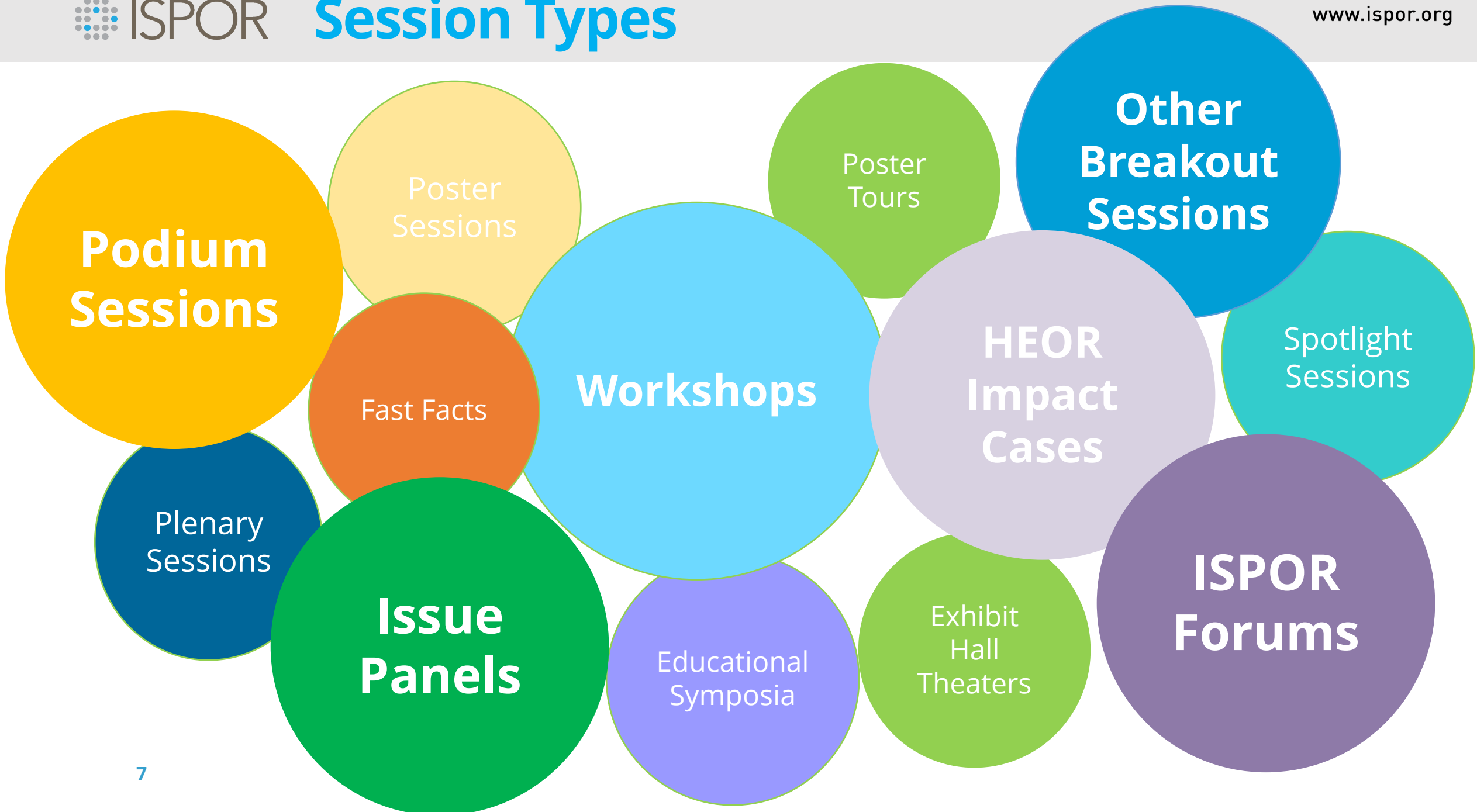
# Location



**All posters and sessions will be held live, in-person, at the Scottish Event Campus (SEC).**

Speakers are expected to present in-person in Glasgow, Scotland, UK.

**ISPOR does not send calendar invites for poster sessions. Please mark your calendar accordingly! You can also save your session in the ISPOR Europe 2025 mobile app.**



# Speaker Resources Page

- Speaker Guide
- Presentation Development Guide
- Q&A Strategies
- Navigating ISPOR Europe 2025 Tasks Portal
- ...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 and Moderator Guide

The ISPOR Europe 2025 Speaker and Moderator 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 and Moderator 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)*

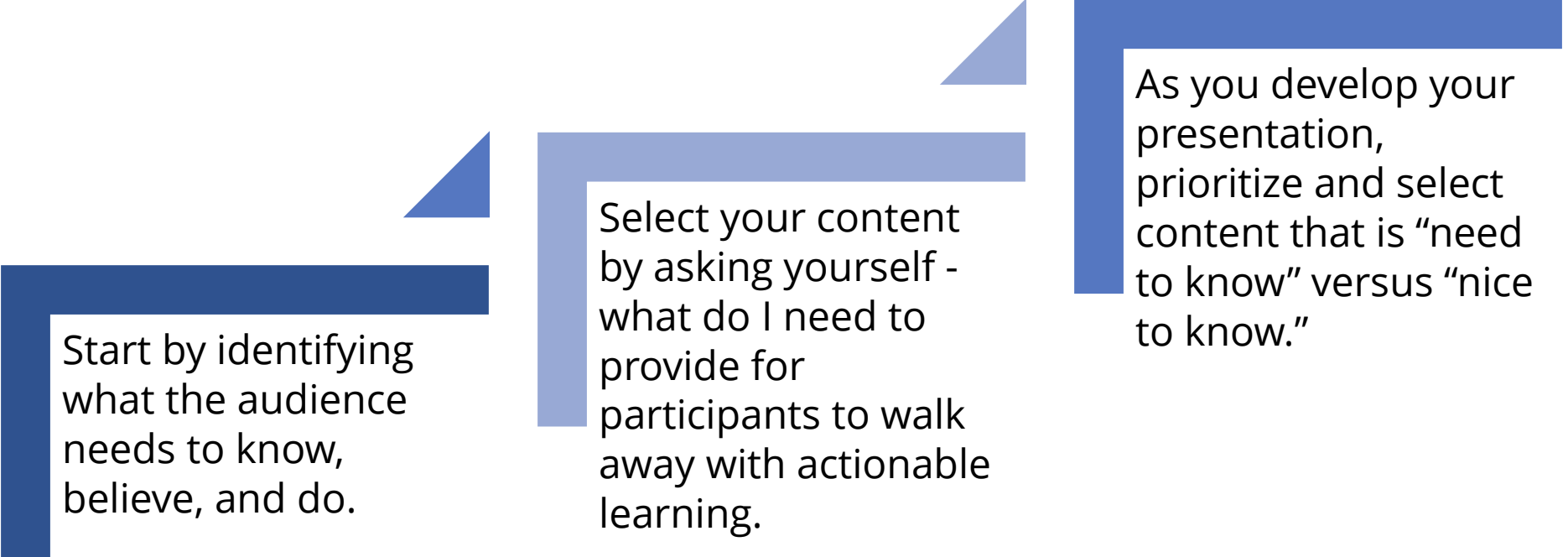
**Attention Podiums and HEOR Impact Cases!**

Your sessions are 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.

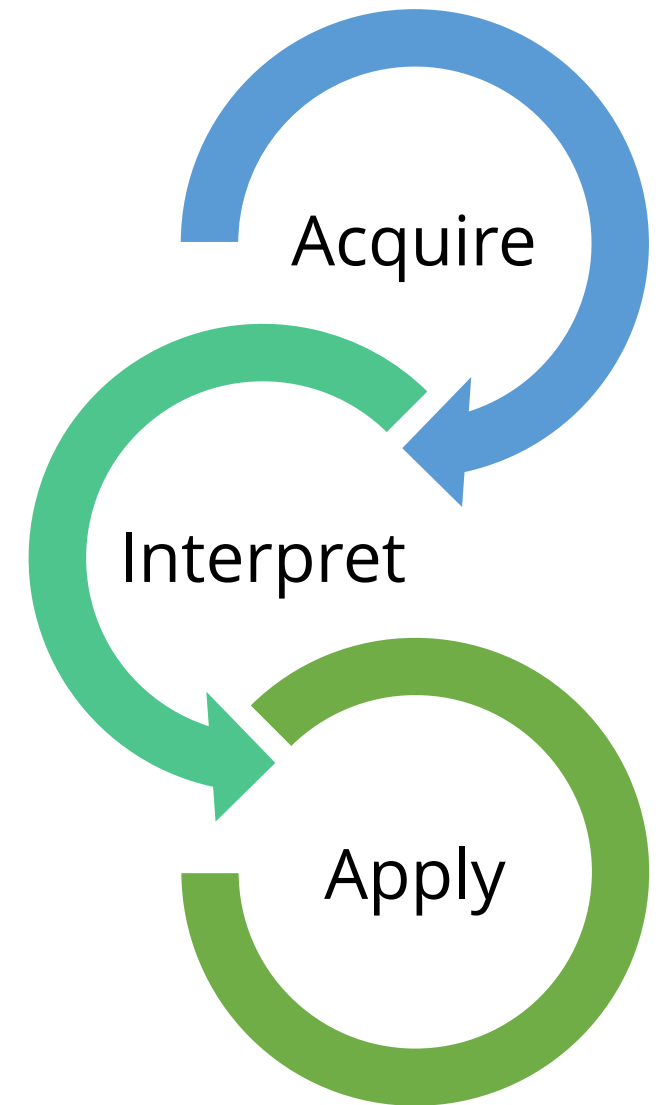
As you develop your presentation, prioritize and select content that is “need to know” versus “nice to know.”

# 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 begin the process to **apply** this new information.

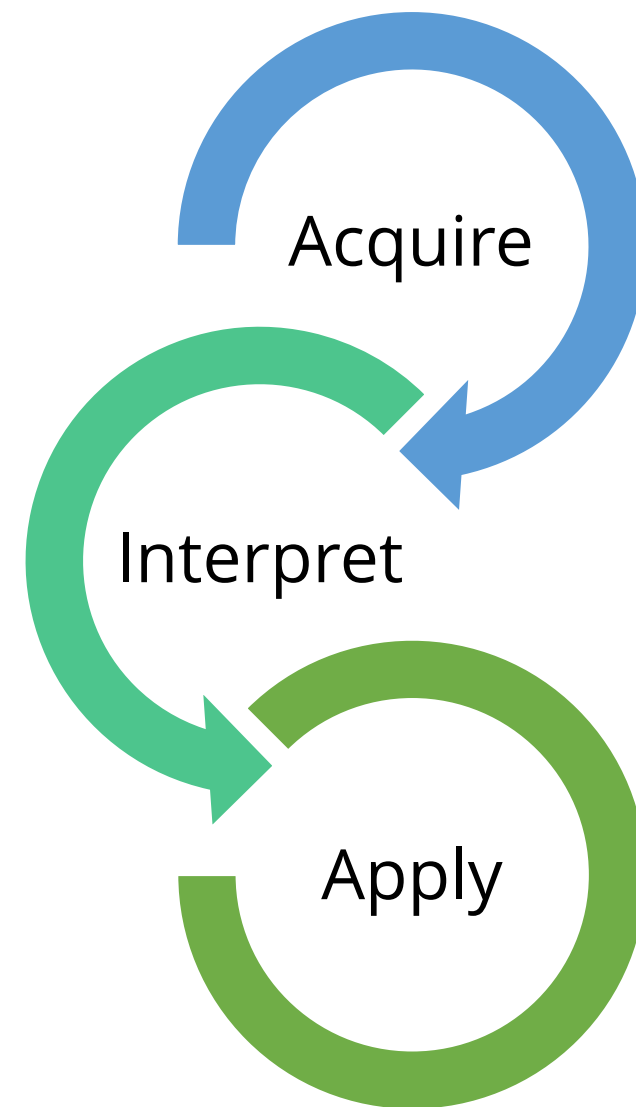
**Take Away** - Provide opportunities for participants to process new information and reflect on it. Peer sharing and collaboration are effective tools in applying new concepts – aka leave time for Q&A and use polling!!



# 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's sense.
- Ensure your presentation compliments other presentations within your session without overlapping.
- Provide resources, tools, and experiences that will allow attendees to impact 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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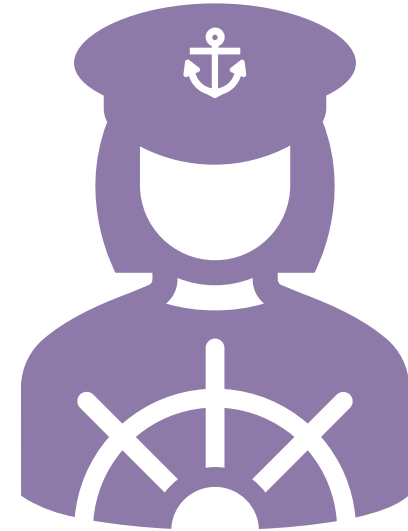
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# Moderator Roles and Responsibilities

## 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 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 at least 3 hours prior to the start of your session.*
- Create a **concise** presentation with **actionable takeaways**.
- Ensure your slides **highlight** main points and **augment** your verbal presentation.
- Prepare for **audience engagement**.

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# Audience Engagement



# Engaging the Audience

When presenting, you'll be able to use **polling**, **group exercises**, **supplemental materials**, 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.



## Supplemental Materials

Handouts along with PDF presentations can be uploaded into Speaker Center. The upload period is 28 October – 20 November.



## 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, by quickly gathering audience feedback within your presentation.

**Note:** Polling is *not* available for HEOR impact cases, podium, fast facts, or exhibit hall theater sessions.

# How Do I Add Questions to My Presentation?

## Step 1



- ☐ Choose from three different polling types: multiple choice with bar graph results, open-ended/short answer with word cloud results, or open-ended/short answer with list results.

## Step 2



- ☐ Insert your polling questions **into your presentation deck**. Upload your ppt and answer the polling question in the ISPOR Europe 2025 Tasks Portal **by 3 November**. The CTI team will then build your poll.

## Step 3



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

Presentation Polling

Does your presentation have polling?

☐ Yes

☐ No

○

FINISH






## Step 2: Insert Your Question(s) and Upload Your Slides via PPT

**Add your polls directly into your slide deck so the CTI team can build them for you.**

**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 conference city?**

- a) Amsterdam
- b) London
- c) Vancouver
- d) Chicago

### Don't Forget...

- Make questions short and simple. Limit answer choices to 5 total.
- Speakers cannot submit more than 5 questions per presentation. Use questions sparingly to highlight the points you want to emphasize most.

# Best Practice Tips



## Sooner is Better!

At the start of your presentation, let the audience know you'll use polling throughout your presentation, and it requires scanning a QR Code on screen. 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!

## Less is More

Make questions short and simple. Limit answer choices to 5 total. Use questions sparingly to highlight the points you want to emphasize most.





**Monday, 3 November** | Deadline to submit poll questions via ISPOR Europe 2025 Tasks Portal

**A detailed polling guide will be sent in October.**

# Uploading Your Presentation

# Presentation Upload

Upload Period: 9 October – 12 November

Access ISPOR  
Europe 2025  
Task Portal

- Select **PPT and PDF Upload**.
- Click on your **name**.
- Upload your presentation/handout

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

PDF Files will display in the ISPOR Europe 2025 Mobile App and ISPOR website beginning 9 November



# 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
  - Confidence monitor
  - Slide advancer
  - 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.

### Speaker Ready Room Hall 5

9 November | 07:00 – 18:00  
10 November | 07:30 – 18:00  
11 November | 07:30 – 18:00  
12 November | 07:00 – 11:00



### Important!

- Presentations cannot be uploaded or modified in the session room.



# 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...

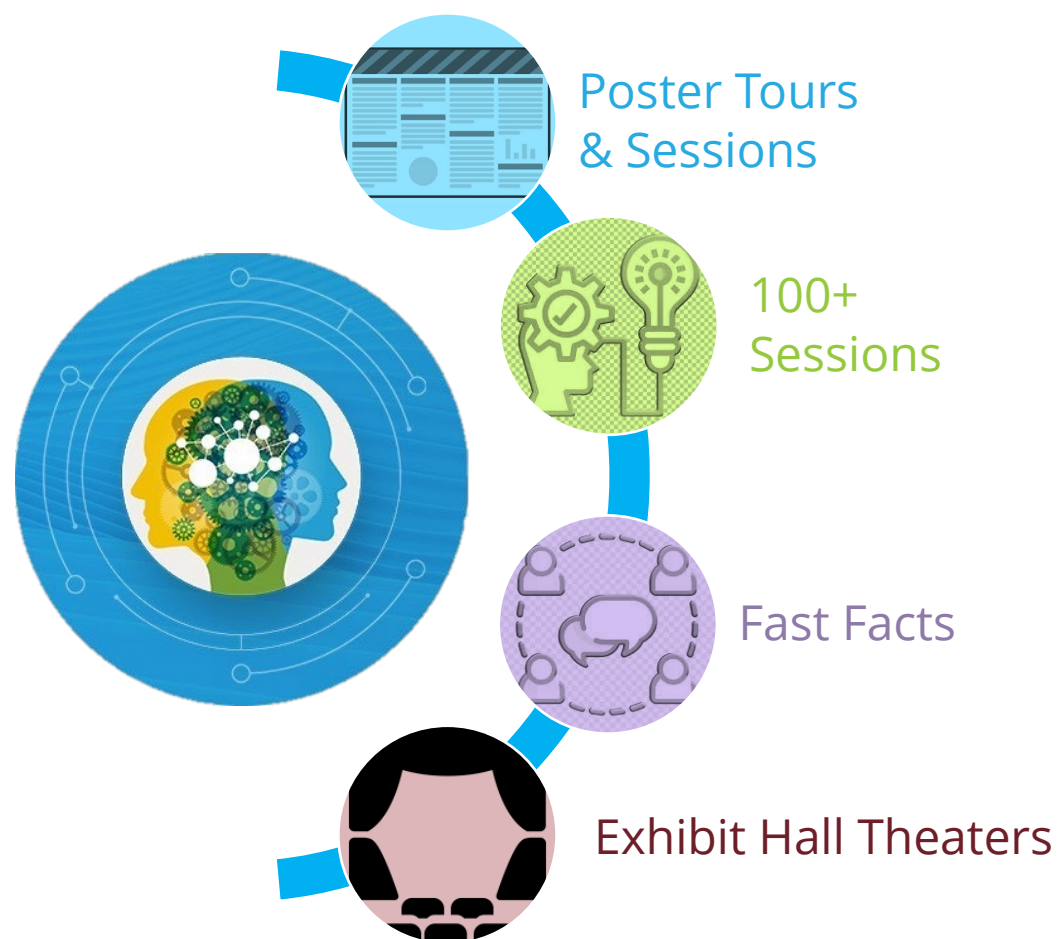
**No** Personal devices/laptops for presentations

**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 Europe 2024!



# Activities and Deadlines

- **Thursday, 2 October**
  - **Deadline** for early registration
- **Friday, 17 October**
  - **Deadline** to complete speaker agreement & consent form
  - **Deadline** to submit your bio/photo for online program and mobile app
  - **Deadline** to register
- **Thursday, 9 October – 24 hours before the start of your session**
  - **Upload period** for session room .ppt
    - **If you plan to use polling**, your questions will need to be included in your .ppt and uploaded by **Monday, 3 November**
  - **Upload period** for supplemental material .pdf for the online program and meeting app



## #ISPOREurope—Tweet, Post, Share!



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# Questions?



Thank  
you

**Your ISPOR Contact:**

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Senior Manager, Meeting Content  
[bkovalenko@ispor.org](mailto:bkovalenko@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, disability, and religion. Additional information can be found at the Society's [Diversity Policy](#).