Welcome!

We will begin in a few minutes.

This meeting is being recorded and will be shared.

Due to our large size, all participants will be automatically MUTED.

Throughout the call, participants may un-mute during question periods.
ISPOR Europe 2023
Developing and Delivering Your Presentation
Agenda

- Welcome
- ISPOR Europe 2023: 101
- Developing Your Presentation
- Preparing to Present
- Uploading Your Presentation
- Audience Engagement
- Presenting Live
ISPOR Europe 2023: 101
HEOR at the Nexus of Policy and Science

Healthcare policy is evolving rapidly to address issues around real-world evidence (RWE) use, cross-border collaboration, affordability, and equity. ISPOR Europe 2023 will address these issues and more, with a sharp focus on the role of health economics and outcomes research (HEOR) science in shaping policy.

In Europe as well as globally,
• Use of RWE by regulatory, health technology assessment (HTA), and payer bodies relies heavily on the underlying science to improve and verify data quality and linkages, allow for causal inference, and protect privacy.

• International collaboration, particularly for HTA purposes, is strengthened by agreement on outcome measurement, evaluation methods, and transferability of evidence.

• Achieving affordability and equity, while maintaining incentives for innovation, requires proper measurement and evaluation of both societal benefits and costs of healthcare.

These topics and many others will be featured during expert-led science and policy sessions in Copenhagen at ISPOR Europe 2023.

Who will you find at ISPOR Europe 2023?
Healthcare stakeholders, researchers and academicians, assessors and regulators, payers and policymakers, the life sciences industry, healthcare providers, and patient engagement organizations.
All sessions will be held live, in-person at the Bella Center Copenhagen.

Speakers are expected to present in-person in Copenhagen, Denmark.

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

- **Thursday, 14 September – PAST DUE**
  - *Deadline* to complete speaker agreement & consent form
  - *Deadline* to submit your bio/photo for online program and mobile app

- **Thursday, 5 October**
  - *Deadline* for early bird registration

- **Friday, 20 October**
  - *Deadline* to submit polling questions and complete speaker registration

- **Monday, 30 October – Wednesday, 15 November**
  - *Upload period* for supplemental material .pdf for the online program and meeting app
Speaker Resources Page

- Speaker Guide
- FAQs
- Q&A Strategies
- Navigating to Speaker Center
- ...and more!

Resources:

Speaker Guide
The ISPOR Europe 2023 Speaker Guide covers basic program participation. This document is filled with 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

Navigating Speaker Center
This guide provides a step-by-step overview of accessing Speaker Center to review and sign the Speaker Agreement & Consent Form and upload a bio and photo.

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
#ISPOREurope—Tweet, Post, Share!

Bianca Kovalenko
@BKovalenko_ISPOR

We will be presenting at #ISPOREurope! Join us for "EU Joint Clinical Assessment – One for All and All for One?" on 13 November at 10:15. See you at the Bella Center Copenhagen!

12:00 PM · Nov 1, 2023

51 Retweets  20 Quote Tweets  247 Likes
Developing your Presentation
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.

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 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.
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!

• 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**.
Uploading Your Presentation
Presentation Upload
Upload Period: 30 October – 15 November

Access ISPOR Speaker Center

• Select **Submit Your Session Presentation.**
  • You will be linked to the presentation management system to upload your .ppt

• Select **Poster and Supplemental Materials Upload for ISPOR Website and Mobile App.**
  • Choose the appropriate session and upload a PDF copy of your presentation and/or handout

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

Files will display in the ISPOR Europe 2023 Mobile App and ISPOR website
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 30 October – 15 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

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.

A polling guide with detailed information will be sent in the coming weeks.

Note: Polling is not available for podium or case study sessions.
Don’t Forget the Basics

• Inject humor
• Give real-life examples
• Be conversational
• Ask for a show of hands
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**: An ISPOR staff 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 timer
  - head table microphones
  - podium microphone

**Important!**

- Speakers are unable to present using presenter view and are encouraged to print any notes prior to their presentation. Speaker notes will not show on the confidence monitor.
- 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.
- There will not be a dedicated AV technician in the session room. Speakers will be able to alert ISPOR staff if AV assistance is needed.

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

• Visit the Speaker Ready Room at least 3 hours prior to the start of your presentation to review your slide deck.
  • You can replace your file with an updated version until your session deadline, which will be 2 hours before the start of your session.

• 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 2023!
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Questions?
Your ISPOR Contact:
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Meeting Content
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, physical disability, and religion. Additional information can be found at the Society’s Diversity Policy.