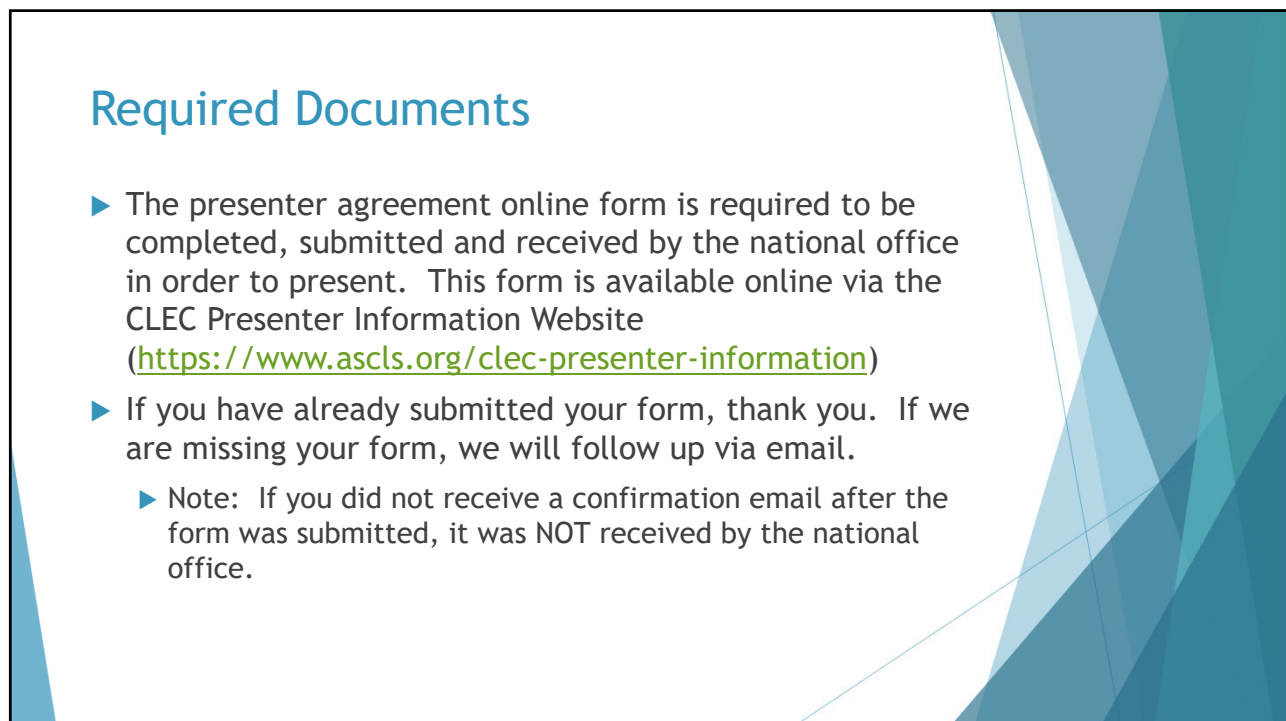


1



2

## Defining Your Audience

- ▶ Most in attendance understand the basics of the topic but are less likely to be an expert.
  - ▶ Your session should be geared at either an intermediate or advanced level, depending on the level submitted for the proposal
- ▶ Professionals, managers, educators and students make up the meeting attendees.
- ▶ Target your presentation to the audience's level of understanding.

3

## Understanding Your Audience

- ▶ Remember that your audience wants you to share your knowledge and experience.
- ▶ Commercial bias is forbidden, so please make sure your presentation is not a sales pitch.
  - ▶ Every effort should be made to present all technologies and products available.
  - ▶ Include any disclosures, if applicable.

4

## Presentation Formats

- ▶ Three types of sessions
  - ▶ Keynote
  - ▶ Concurrent/Breakout Sessions
  - ▶ Speed-Learning Sessions
- ▶ Session format outlined in invitation email

5

## Keynote Sessions

- ▶ Content leader driven session
  - ▶ Subject matter is common interest for all attendees
  - ▶ 60 minutes
- ▶ Large auditorium seating, approximately 600 attendees
- ▶ Microphone, podium, projector, and laptop computer provided
  - ▶ Microphones also available for audience participation

6

## Concurrent/Breakout Sessions

- ▶ Content leader driven session
  - ▶ Specialized interest presentation
- ▶ Classroom and theater style, approximately 50-150 attendees
- ▶ 60-minute presentation
  - ▶ Include 5-10 minutes Q&A if time allows
- ▶ Microphone, projector, lectern and laptop computer provided
  - ▶ Microphone available for audience participation

7

## Speed Learning Sessions

- ▶ Content leader driven session
  - ▶ Specialized interest presentation
- ▶ Classroom and theater style, approximately 50-150 attendees
- ▶ 20-minute presentation, in groups of three
  - ▶ Include 5-10 minutes Q&A if time allows
- ▶ Microphone, projector, lectern and laptop computer provided
  - ▶ Microphone available for audience participation

8

## Tips for Presentation Slide Design

- ▶ Keep it simple and consistent
  - ▶ Design presentations in widescreen (16:9 ratio)
  - ▶ Utilize dark text on light backgrounds
  - ▶ Sans serif fonts over 20 pt. work best to ensure the audience can read your presentation.
  - ▶ Limit text/avoid overcrowding slides
    - ▶ Use bullet points and abbreviated statements to assist your attendee in listening to your presentation vs. concentrating on reading the slides.
  - ▶ Use colors sparingly for more effect and to avoid overwhelming the audience.

9

## Number of Slides

- ▶ ~16 slides for every 20 minutes of presentation
  - ▶ Presentations must cover the subject requested. Make sure you can discuss the points shown on the slides in the time allotted for your presentation.
  - ▶ All presentations will include a brief speaker introduction, as well as a Q&A period following the presentation (if time allows).
- ▶ Be sure to include a slide listing the three objectives for your presentation at the beginning.
  - ▶ Your objectives should have been submitted with your Presenter Agreement online form. Refer to your confirmation email for your objectives.

10

## The Use of Media Clips

- ▶ The use of streaming media is discouraged (due to bandwidth requirements).
- ▶ If you plan to use media clips embedded in your presentation, please alert the meeting planner when you submit your presentation.
  - ▶ You will need to have a copy of the media clip saved to a flash drive.
- ▶ Internet access is not guaranteed in each meeting room.

11

## Images

- ▶ Make sure you optimize image size used to keep the file size of the PowerPoint presentation reasonable.
  - ▶ Typically an image of 800 pixels in width (about 8") is the optimum file size.
- ▶ Do not cut and paste images into your presentation. Go to the insert tab and select the picture icon to add them so your file size doesn't become too large.
- ▶ Company Logos: may be used throughout the presentation but must not be prominent.
  - ▶ Commercial bias is forbidden, so please make sure your presentation is not a sales pitch.

12

## Audience Interactivity

- ▶ We encourage all speakers to interact with our attendees. Examples of tools are listed. ASCLS does not endorse any of the products below.
- ▶ Live polls:
  - ▶ Poll Everywhere - <https://www.polleverywhere.com/>
  - ▶ Polltab - <http://www.polltab.com/>
  - ▶ Participoll - <http://www.participoll.com/>
- ▶ Live Q & A and polls:
  - ▶ Sli.do - <https://www.sli.do/>
  - ▶ Glisser - <http://glisser.com/>

13

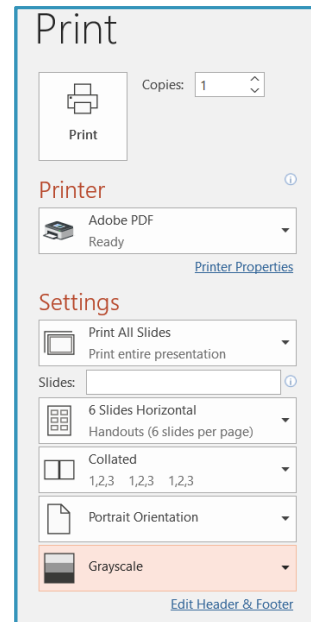
## Handouts

- ▶ Handouts will be uploaded to our website and meeting app for attendees.
- ▶ Handout Guidelines:
  - ▶ Submit handouts in **6 slides per page PDFs**.
  - ▶ Handout material must be provided in an electronic file form which is reproducible in legible black and white
  - ▶ Please make sure your handout slides are on a **WHITE** background.
  - ▶ Handouts must include the published title of the session and objectives, as well as the presenter's name(s) and professional affiliation(s). There will be no provision for producing paper handouts on site.

14

## Creating Handouts

- ▶ In presentation Powerpoint, go to “Print”
- ▶ Select “Adobe PDF” as Printer
- ▶ Select your output as “Handouts - 6 Slides Horizontal”
- ▶ Select either Pure Black & White or Grayscale
- ▶ Save file as follows (first three words of title is acceptable)  
“LastName.FirstName.SessionTitle”



15

## Presentation Submission Deadlines

- ▶ Speakers must submit PowerPoint presentations and handouts
- ▶ Presentation and handouts should be uploaded to <https://www.ascls.org/clec-speaker-presentation-materials>
- ▶ **Deadline: January 31, 2020**

16



## Day of Presentation

- ▶ Before reporting to your presentation room, please check in at the ASCLS registration desk at least 45 minutes prior to the start of your presentation.
  - ▶ The CLEC Registration Desk will be located on the 1<sup>st</sup> Floor of the Hilton Lake Buena Vista hotel
- ▶ Room assignments will be available via the ASCLS CLEC website or the ASCLS meeting app.
- ▶ A session moderator will be assigned to your presentation.
  - ▶ The moderator will introduce you as the speaker and will facilitate the Q & A session to follow the presentation.
  - ▶ If you experience any difficulties, please report them to the moderator.

17

## Thank You!

- ▶ We appreciate you agreeing to share your expertise at the 36<sup>th</sup> ASLCS Clinical Laboratory Educators Conference.
- ▶ Please feel free to reach out to either our meeting manager or staff liaison if you have any questions:
  - ▶ ASCLS Meeting Manager - Pam Magnani ([pamm@ascls.org](mailto:pamm@ascls.org))
  - ▶ ASCLS Staff Liaison - Melanie Giusti ([melanieg@ascls.org](mailto:melanieg@ascls.org))

18