

Presenters Guidelines

Registration

As indicated in the 37th Annual Conference *Call for Educational Abstracts*, you are expected to register for, attend, and present at the conference.

If you have **not** already registered for the conference,

- and wish to do so **online**, [click here](#) to go directly to the Registration Form—Submit Online;
- and wish to do so by **mail** or **fax**, [click here](#) to go directly to the Registration Form—Submit by Mail or Fax;
- complete that form, and
- submit both your completed form and full payment.

Hotel Guest Room Reservation

If you have **not** already reserved your guest room at the Grande Lakes Orlando—The Ritz-Carlton® and the JW Marriott®, [click here](#) to go directly to the Hotel Guest Room Reservation Information.

Expenses

As indicated in the 37th Annual Conference *Call for Educational Abstracts*, presenters are expected to pay **all** expenses related to preparing for, traveling to, staying at, presenting during, and participating in the conference (e.g., registration fee, preparation of presentation materials, travel, hotel, subsistence, etc.).

Conference Cancellation

In the event that the 37th Annual Conference would have to be cancelled, the Alliance is not responsible for any airfare, hotel, and/or other costs you may incur.

Presentations

If you want to find the letter and number of your session or poster,

- [click here](#) to go directly to the Abstracts Listed by Presenters (as of Friday, September 2, 2011);
- scroll down until you see your **last name** followed by your **first name**, and
- note the letter and number of the session or poster, which is listed after your name.

If you want to find the abstract(s) for your session or poster,

- [click here](#) to go directly to Create Your Schedule at a Glance and Access Abstracts (as of Friday, September 2, 2011);
- search for the letter and number of your session or poster;
- note time/day/date, meeting space location, set-up/seating capacity (for session), and dimensions (for poster), and
- click on the associated link to review, download, print, or save a copy of the abstract.

Sessions

- All meeting rooms are set to accommodate the maximum number of participants permitted by the fire codes/marshal.
- Participation is on a first-come, first-serve basis.
- Participants may attend another presentation, if demand exceeds capacity.

Posters

- 1 side of a 4'x8' horizontal board
- 7"x 44" head with poster title
- Poster to be secured on board, using push pins provided by Alliance



Purpose

Link the presentation's purpose to the conference's purpose (i.e., to advance the Alliance's dedication to accelerating excellence in health performance through education, advocacy, and collaboration).

Theme

Relate the presentation to the conference theme (i.e., Improving Professional Competence, Provider Performance, and Patient Care).

Target Audience

Identify the segment of the conference's target audience that is the presentation's primary focus:

- Newcomers to the CME/CE/CPD profession who need to learn the basics
- Physicians appointed to CME/CE/CPD positions who want to enhance their educational expertise
- People who have been working in the CME/CE/CPD field but who want to sharpen their skills
- Individuals with an in-depth understanding of CME/CE/CPD but who want to expand their knowledge and advance the field
- Representatives from organizations pursuing accreditation and seeking to understand the CME/CE/CPD process
- Meeting managers/planners interested in finding out more about CME/CE/CPD
- Persons from pharmaceutical, device, or commercial support organizations who want to collaborate with CME/CE/CPD providers

Objectives

Reference the conference objective most relevant to the presentation:

- improve professional competence, provider performance, and/or health care;
- comprehend evidence-based adult and organizational learning principles that improve performance and outcomes;
- apply and improve educational interventions using the aforementioned principles in appropriate contexts;
- use appropriate data to assess the CME/CE/CPD program's educational and administrative performance;
- recognize physicians and CME/CE/CPD professionals as part of a health care system when providing learning interventions;
- identify and collaborate with key partners and stakeholders in accomplishing the CME/CE/CPD mission;
- provide leadership for the CME/CE/CPD program that emphasizes improvement, professionalism, and ethics;
- manage office operations to meet personnel, financial, legal, logistical, and accreditation standards, and
- assess continually individual/organizational performance and make improvements via relevant learning experiences.

Competencies

Click [here](#) to access the Alliance's competencies for CME/CE/CPD professionals, so you can connect the presentation's content with the competencies.

Disclosure (of Interest in Selling to CME/CE/CPD Professionals)

Policy

The Alliance requires faculty to disclose on audio-visual aids, in handouts, and verbally all interests in selling a technology, program, product, and/or service to CME/CE/CPD professionals.

Procedures

The Alliance will

- have the Annual Conference Committee (ACC) Chair remind presenters (by e-mail prior to the conference) and participants (verbally during the opening plenary at the conference) about the requirement of presenters to disclose (on audio-visual aids, in handouts, and verbally) all interests in selling a technology, program, product, and/or service to CME/CE/CPD professionals.
- assign monitors to select presentations identified by the ACC, asking them to document any concerns and immediately take that completed form to the Alliance's Registration Center onsite.



- encourage participants to document (on the Proprietary Promotion and/or Commercial Bias Reporting Form[s] included in the *Final Program*) any concerns about promotion and immediately take the completed form(s) to the Alliance’s onsite Registration Center.
- instruct Alliance staff at the onsite Registration Center to share immediately the concerns received from participants with an ACC member.
- have that ACC member convey immediately those concerns to the presenter(s).
- encourage participants to complete the online 37th Annual Conference Evaluation Form, which will include improved items intended to better detect promotion at presentations.
- summarize and share collected information with the ACC, which will be considered when reviewing abstracts submitted for possible presentation at the 38th Annual Conference.

Standards

Comply with the Alliance’s standards for presenters, which include

- Covering the content included in your abstract.
- Highlighting the significance of that content to the CME/CE/CPD field.
- Pointing out the relevance of that content to the target audience’s needs.
- Objectively selecting and presenting in an unbiased format.
- Accurately reflecting current methods and evidence generally accepted in the educational/scientific community.
- Emphasizing educationally/scientifically rigorous data derived from adequate, well-controlled research.
- Discussing favorable/unfavorable information in a balanced manner.
- Being impartial, i.e., using generic names when speaking about a technology, program, product, or service.
- Mentioning trade names only for clarification.
- Providing support from the overall body of evidence, if claiming superiority of a technology, program, product, or service.
- Suggesting practical ways for participants to apply that evidence/information to their own work setting.
- Offering meaningful opportunities for discussion at your presentation.
- Keeping comments constructive and references to others respectful.
- Refraining from the discussion, display, or distribution of promotional information anywhere during the conference.

Sessions

Additional Audio-Visual (AV) Equipment

- Be aware of the AV (i.e., screen, data projector [with computer to be provided by presenter], 1 wired lavalier microphone [at the lectern], 2 wired tabletop microphones at the head table, and 1 standing microphone [for room setups of 100+] and other equipment [i.e., 1 standing lectern and 1 head table for 3 presenters]) provided by the Alliance.
- For additional AV equipment, contact Beau Menetre (404/214-4813 or bmenetre@prg.com) or Jeff Sabourin (404/214-4825 or jsabourin@prg.com), Production Resource Group, for additional AV equipment; make your request at least 2 weeks prior to the desired date of use, and provide a valid method of payment.

Audience Response Technology (ART)

- ART is **not** provided by the Alliance.
- Presenters who wish to use ART during a session are responsible for making such arrangements and any associated costs.
- Presenters may do so with a company of their choice or with a 36th Annual Conference Exhibitor that provides ART.
- To be connected with the 36th Annual Conference Exhibitors’ list, click on this link:
[http://www.acme-assn.org/imis15/aCME/About Us/Annual Conference Exhibiting Organizations.aspx](http://www.acme-assn.org/imis15/aCME/About%20Us/Annual%20Conference%20Exhibiting%20Organizations.aspx)
- Once ART is confirmed, send organization’s name, as well as key contact’s name, telephone number and e-mail address to Diane Baker O’Hern (dbaker@acme-assn.org).

Telephone Service

Contact Placido Lopez (407/393-4242 or placido.lopez@marriott.com), Event Technology, JW Marriott® Orlando Grande Lakes, to arrange telephone service for a session; make your request at least 2 weeks prior to the desired date of installation, and provide a valid method of payment.



Internet Connectivity (New)

Wireless internet connectivity will be provided (complimentary by the Alliance) in both the meeting space and exhibit hall.

Social Media

It is the responsibility of the principal presenter to convey (verbally, in handouts, and/or on an opening slide) to participants whether photographs, social media (e.g., twittering), etc. are permitted during a presentation or for a poster.

Posters

Installation

- By presenters
- 1:00–6:00 pm, Saturday, January 21, 2012
- On one-side of 4'x8', horizontal, double-sided board (with push pins provided by the Alliance)
- Located in Mediterranean Pre-function 4–6/Lobby Level, JW Marriott® Meeting Space

Display

- 7:00 am–4:00 pm, Sunday, January 22, 2012
- 7:00 am–4:00 pm, Monday, January 23, 2012
- 7:00–10:30 am, Tuesday, January 24, 2012

Question & Answer/Discussion

- Presenters available for participants, who want to discuss and/or have questions about posters
- 7:15–8:15 am, Sunday, January 22, 2012
- 7:15–8:15 am, Monday, January 23, 2012
- 7:15–8:15 am, Tuesday, January 24, 2012

Dismantle

- Presenters to remove posters and arrange for return shipping through hotel's Shipping and Receiving Department
- 10:30 am–1:30 pm, Tuesday, January 24, 2012

PowerPoint® (New)

Any PowerPoint® should be tailored to meet the target audience's needs.

Development

For a PowerPoint® that can be read easily at the back of a meeting room, the principal presenter is strongly encouraged to use

- light backgrounds with dark-colored type;
- color purposefully and in a way that highlights (not interferes) with point(s);
- plain fonts (e.g., Arial, Helvetica, or Futura);
- font sizes of 36 to 44 for headings;
- font sizes of 22 to 28 for text;
- upper and lower case;
- same fonts, sizes, and styles throughout presentation, and
- 10 or fewer lines of type per page.



Handout (New)

Any handout (for either a session or a poster) should be tailored to meet the target audience's needs.

Development

The principal presenter on each abstract (i.e., a session or poster) is strongly encouraged to develop **one** handout that is

- for the **entire** presentation;
- **free** of copyrighted material;
- 10 pages (or less) for a 1-hour member section follow-up meeting, plenary, mini-plenary, **or**, breakout;
- 20 pages (or less) for poster (i.e., content that can be posted as 8½"x11" document);
- 30 pages (or less) for member section meetings (Saturday) **or** intensives (Saturday and Tuesday), and
- in MS Excel, MS Word, MS PowerPoint, **and/or** Acrobat PDF.

For a handout developed directly from a PowerPoint, use

- light backgrounds with dark-colored type;
- color in a way that highlights (rather than interferes) with a point;
- plain fonts (e.g., Arial, Helvetica, or Futura);
- font sizes of 36 to 44 for headings;
- font sizes of 22 to 28 for text;
- upper and lower case;
- same fonts, sizes, and styles throughout presentation, and
- 10 or fewer lines of type per page.

For a handout developed from other sources,

- make sure that what is used also is easy to read;
- consider using a PowerPoint outline **and** complementary materials (for a session);
- consider using pre-printed version of the content (for a poster);
- incorporate space to take notes, etc;
- include full-size replications of articles, forms, and complicated graphics, and
- add a detailed list of references, suggested readings, urls, etc.

Example

[Click here](#) for an example of a handout from the Alliance's 2011 Annual Conference that encompasses some of the aforementioned suggestions.

Submission

When submitting a handout, the principal presenter also is asked to

- insert **Alliance's 2012 Annual Conference Handout** in the subject line (i.e., RE);
- include his/her name **and** the abstract's number (e.g., M5) in the body of the e-mail;
- attach the handout to the e-mail;
- send **only one time** to handouts@wakeupgraphics.com for receipt between **8:00 am CST, Monday, December 12, 2011** and **5:00 pm CST, Wednesday, January 11, 2012**.

When the e-mail/attachment is received, the principal presenter (or whomever submitted the handout) will be sent an automated reply.

Note that handouts received by **5:00 pm CST, Wednesday, January 11, 2012** will be posted on the Alliance's web site in a location accessible to 2012 Annual Conference paid participants.



Shipping

– Label package, poster, etc. as outlined below:

From:	Insert Name, Address, and Phone Number of Individual Who Will Retrieve Package/Poster at Hotel
To:	Grande Lakes Orlando 4040 Central Florida Parkway Orlando, Florida 32837 407/206-2300
Number(s) of Package(s):	e.g., 1 of 3, 2 of 3, 3 of 3
Hold for Pick-up Regarding:	Alliance for Continuing Medical Education's 37th Annual Conference
Hold for Pick-up by:	Insert Name, Address, and Phone Number of Individual Who Will Retrieve Package/Poster at Hotel

- Schedule a package, poster, etc. to arrive on or after Tuesday, January 17, 2012.
- Bring your tracking number(s) with you, in case it is necessary to locate missing package/poster.
- Inquire during check-in at hotel's Front Desk about retrieving package/poster from Shipping and Receiving Department.
- Arrange return shipment through Shipping and Receiving Department.

