Speaker Presentation Tips

With VITAL2015 being the largest gathering of members for America's Essential Hospitals, it presents the association and session speakers with the unique opportunity to not only celebrate member innovation, but also to deliver educational content to equip all to connect, inspire, and lead. Conference sessions provide information, and to act as a catalyst for a member dialogue on key issues. These sessions bring the rich experience of professionals from public hospitals together to share information to opportunities or challenges faced by safety net providers.

General session goals:

It is important that conference sessions

- Engage attendees, encourage interaction, and solicit participation
- Have clear and measurable learning objectives so that attendees will know what they will gain from the session.
  - o Using the approved session content will help you achieve this goal.

Session formats:

- **Breakout sessions (75 minutes)**
  - Two to four presenters
  - Allow at least 30 minutes for Q&A to promote meaningful discussions with the audience
- **Critical Conversations (60 minutes)**
  - 1-2 presenters
  - Allow at least 30 minutes for Q&A to promote meaningful discussions with the audience
- **Mini-Sessions (30 minutes)**
  - 1-2 presenters
  - Allow 10-15 minutes for Q&A to promote meaningful discussions with the audience

Preparing your session:

- Be sure to use the approved session content that was distributed on May 4 and May 20 as a blueprint for preparing your materials. This will ensure you stay on message with the advertised content in our VITAL2015 collateral that attendees are expecting to hear.
- Using the VITAL2015 Conference Harvester, submit final drafts of your presentation to America's Essential Hospitals by **Friday, June 5**
    - Be sure to complete the June 5 task to authorize release of your presentation and corresponding materials to America's Essential Hospitals for posting in the mobile app and on the VITAL2015 website
- America's Essential Hospitals will review your presentation and provide feedback on presentation length and how successfully the objectives of the session have been covered

Tips for presentation flow and delivery:

- The use of PowerPoint is optional, but be sure to give thought to your presentation materials and only use what you deem necessary for a successful presentation.
    - Should you choose to use PowerPoint, please use the VITAL2015 PowerPoint template to promote consistency across VITAL2015 conference sessions.
- Ensure that the delivery method remains focused on the intended content, supports the learning objectives specified, and is on-par with the approved session content that America's Essential Hospitals provides
- Create an outline to help hone in on the intended objectives. If there are additional speakers for your session, make sure you stay in touch with each other so you're clear on what everyone is covering to prevent overlap
- **Presentation flow:**
    - **Introduction** – Consider starting with a story or an energizing tagline.
        - Organizational overviews should be concise (one minute or less) and only inserted if relevant to your presentation.
        - Instead of eating into your valuable presentation time providing background information on yourself, encourage attendees to view your full biosketch in the VITAL2015 mobile app!
    - **Body** – Narrow your ideas to a few main points and emphasize the most important/effective ones
    - **Conclusion** – Give a summary and close with a captivating ending that wraps everything together

Things to remember for a meaningful session:

- Engage the audience through discussion and interaction. Involve the audience throughout the presentation instead of making them wait until Q&A.
- Be creative – consider incorporating session enhancements such as real-time polling or Twitter (@OurHospitals | #VITAL2015)
- Stay within the assigned time limit to be fair to other speakers
- Make your content relatable to your target audience to foster a greater connection with your presentation
- Don't let PowerPoint slides dominate your presentation. Consider visual graphics to supplement content.
    - Consider one to two minutes per slide, and be sure to build in time for discussion at the end of your presentation or throughout
    - Use no more than six bullets per slide, with a maximum of six words per bullet