



# Speaker Resource Guide

This booklet includes information specific to ACOEM speakers. Information on ACOEM, the Conference, and the Conference Goals, as well as descriptions of the educational activities and hotel/airline reservations can be found in the *Advance Program*.

## GENERAL INFORMATION

### TARGET AUDIENCE

The ACOEM educational program is designed for physicians who specialize in or who have an interest in OEM, as well as for non-physicians who are involved in the field.

### SPEAKER DISCLOSURES

As a sponsor accredited by the Accreditation Council for Continuing Medical Education (ACCME), the American College of Occupational and Environmental Medicine (ACOEM) must ensure balance, independence, objectivity, and scientific rigor in all of its educational activities.

All conference speakers **MUST** disclose to their audiences any significant financial interest or other relationship with the manufacturer of any commercial product and/or provider of commercial services discussed in their presentation. The intent of this disclosure is to provide listeners with information on which to make their own judgements. It remains for the audience to determine whether the speaker's interests or relationships may influence the presentation. Conference speakers are also required to know and disclose to their audiences the FDA approval status of all medical devices and pharmaceuticals for the uses discussed, described, or demonstrated in their presentation. **All commercial relationships disclosed to ACOEM via the Speaker Disclosure Form will be printed in the on-site Final Program, and speakers MUST also disclose verbally to their audience before their presentation.**



- develop an educational activity free of commercial bias;
- disclose any commercial interests;
- coordinate session presentations, including soliciting electronic copies of all presentations for pre-loading onto one laptop;
- communicate regularly with the speakers; and
- supply all pertinent information to ACOEM staff in a timely manner.

To maintain ACOEM's position as a non-biased provider of professional education, **ACOEM cannot allow speakers to promote commercial materials**, such as texts or tapes, during their presentation or in any area near the educational activity. Such promotions include the distribution of order forms for equipment, books/texts, or tapes.

## AUDIO-VISUAL EQUIPMENT

Please refer to the *Audio-Visual Guidelines* sheet and *Audio-Visual Request Form* included in this packet.



### Please note:

- A/V equipment **cannot** be ordered on-site.
- ACOEM **does not provide** laptop or desktop computers for speaker presentations.

## DESIGNING AN EFFECTIVE PRESENTATION

The following strategies and techniques are suggested to enhance your presentation and keep the attendee actively involved in the learning process.

$$\text{Presenters} + \text{Knowledge of Adult Learning} = \text{A Strong Successful Session}$$

Presenters are the life-blood of adult continuing educational experiences. It is the presenter who ultimately engages the attendee in learning. Attendees, as adult learners, come to your session with specific needs and expectations.

### ATTENDEES COME WITH:

- Problems they need to solve
- Questions regarding standards of performance
- A wealth of experience to share

### ATTENDEES SEEK:

- Current information presented in a timely manner
- Knowledge gained through interaction and dialogue
- The opportunity to give and receive immediate feedback to the questions, issues and problems the presentation elicits
- Learning environments that give sufficient time to share their expertise with colleagues and experts
- Learning formats that promote critical thinking
- Solutions to job related problems and issues
- Information which enhances job performance

### ROLE OF SPEAKERS

Speakers are required to:

- prepare individual learning objectives for their presentation;
- prepare a handout to foster independent learning, which includes a copy of their slides/electronic presentation and a bibliography for inclusion in published materials for all attendees;
- communicate regularly with the course director/moderator;
- offer a presentation free of commercial bias;
- disclose any commercial interests; and
- supply all pertinent information to ACOEM staff in a timely manner.

It is critical that speakers translate the practical aspects of the scientific basis for their topic to the attendee. Their presentations should:

- reaffirm knowledge, and provide time-proven clinical pearls;
- validate what attendees are already doing in practice, while emphasizing recent advances and updates;
- be developed at a higher level than that of a medical school lecture and be directed toward colleagues in practice; and
- engage the attendee in learning through dialogue and interaction.

### ROLE OF COURSE DIRECTORS/MODERATORS

Speakers are required to:

- be the group leader in communications to ACOEM;
- define the topic, purpose, & description of the educational activity;
- select the speakers and facilitate planning meetings;

## DESIGNING AN EFFECTIVE PRESENTATION (continued)

### TIPS FOR EFFECTIVE PRESENTATIONS

- Avoid reading directly from slides.
- Tell the audience what you are going to say, say it, and then tell them what you have just said.
- Relate theory and research to practical problems.
- Relate topic to attendees' previous experiences or a previous speaker's theme.
- Allow interaction/two-way dialogue among the participants.
  - Between learner and expert (presenter)
  - Between learner and colleagues (fellow attendees)
- Invite instant feedback; Learners like to share on the spot, at the time a question occurs, not wait until the end when time may not permit a thorough coverage of their issue.
- Repeat all questions from the audience prior to responding.
- Encourage/engage critical thinking; Round table discussions, scenario analysis, role playing, and problem solving exercises are some presentation formats that lend themselves to adult learning at its best.
- Offer various ways to change job-related behavior; Adaptations of solutions to work-related problems generate changes in the workplace. Direct applications of learning to the participant's circumstances make learning relevant and useable.
- Bring the learning experience to a conclusion (the "to go" piece); Synthesize and integrate the highlights of the session topics that are covered. Pulling it all together at the end is as simple as asking yourself and the learners:
  - 1) What have you learned?
  - 2) What new idea, information, connection, etc. will you take back?
- **Submit handout materials to ACOEM by the deadline so that attendees will have materials to take home from the session.**

### HANDOUT MATERIALS



Handouts are an indispensable tool for achieving the learning objectives of your session. They strengthen the educational impact of your presentation, and are expected by the attendees.

**Please prepare the following materials** as part of your handouts:

- copy of slides or overheads, or an abstract/outline of the presentation points;
- write-up of any cases used (if applicable); and
- bibliography, works cited, or reference materials.

Attendees appreciate handouts that include a bibliography of current key references from journals and textbooks available to the practicing OEM physician. This list does not need to be extensive. Only include citations that are most pertinent to the presentation. They should be carefully chosen and may include personal comments regarding the reference materials. Remember that references should motivate the learner to seek out additional sources of information after the course.



### QUESTIONS?

For more information, please contact Rochelle Rubenacker, Conference Coordinator, by phone at (847) 818-1800 ext. 391, or by e-mail at [rrubenacker@acoem.org](mailto:rrubenacker@acoem.org).

### COPYRIGHT PROTECTED MATERIAL

If your handout materials contain copyright-protected (published) material, a copy of a letter or a signed Copyright Permission Request form from the publisher stating permission to reproduce the material **must** be submitted to ACOEM with your materials. Copyright-protected material can include tables, figures, graphs, charts, illustrations, articles and editorials.



ACOEM is **prohibited** from duplicating copyrighted material without the publisher's permission. If such permission does not accompany the item, it **will be removed** and only the remaining materials will be duplicated. ***This generally includes the presenter's own material if it has been published or is in press.*** For your convenience, a *Copyright Permission Request* form, which you may use to request permission from the publisher, is included in this packet.

**Please note that copyright permission** must be requested each time material is submitted for use, **since permission is generally extended for one-time use only.** In addition, please note that it may take up to 4-6 weeks to obtain permission from a publisher.

### DUPLICATION OF HANDOUTS

- **Only "printer-ready" copy will be accepted for duplication purposes.** Please send a "clean copy" of your handout, by mail or e-mail. FAXED versions **cannot** be accepted for duplication purposes.
- **If you have met the handout deadline:** ACOEM will assume responsibility for duplicating and shipping the handouts to the meeting site, as well as for the on-site distribution of the materials.
- **If material is not received by the deadline:** You are responsible for the reproduction, shipping and distribution of the materials for your presentation. These expenses are not reimbursable.

### FORMAT

It is critical that all handout and bibliography materials are uniformly formatted for ease of reading. Please adhere to the following guidelines when preparing your materials:

- **Maximum** of 20 single-sided pages per speaker.
- 8½" x 11" paper with a 1.25" left margin and at least 10 point font.
- Submit materials in hard copy, or electronically in MSWord or PowerPoint format. **Do not fax** your materials, since fax quality varies widely and cannot be guaranteed.
- When using PowerPoint, please print handouts using a **minimum** of 3 slides per page.
- **Do not** number pages.

### GUIDELINES

The following should help you develop handout materials that will meet the needs of the attendees:

- Minimize the attendees' note taking during the lecture by including hard copies of your slides as part of your lecture outline. The slides should follow the same order as your presentation.
- Many attendees will use the reference materials for continued learning; therefore, the handout should be written in a format that will support it.
- In general, **reprints of articles that require payment of a copyright fee will not be distributed to participants.** Alternatively, you may refer participants to the article(s) with a citation in your bibliography or list of references.