



# ASHG Virtual Speaker Toolkit

Presenting your research to the scientific community can be both an exhilarating and daunting task. But when it is done virtually (whether pre-recorded or live) and all you can see is your presentation and not the audience reaction, it can also be challenging. ASHG is here to help! This Virtual Speaker Toolkit was developed by ASHG to help you anticipate what to plan for while you prepare your presentation and deliver it during ASHG 2020.





# Setting Yourself up for Success!

Your environment or the location where you are presenting from is just as important as your equipment that you are using.

## Location

- ✓ Identify a space where there is minimal to no background noise or distractions in the camera frame.
- ✓ How is the lighting in the room? Take note of the time of day when you will actually present. The natural sunlight could differ if you are presenting during the day or at night.

## Your speaking position

- ✓ Consider a standing desk or placing your laptop at a higher position to allow you to stand like you are presenting in a room with attendees.
- ✓ We recommend presenting as you would in an in-person setting. For example, some people may find standing up while presenting to be helpful. Others may prefer to remain seated.

## Desk/camera angle

- ✓ Speak straight to your camera. Your webcam should always be at eye level. You may need to elevate your computer so it is at the optimal height
- ✓ While your head and shoulders should dominate the screen, consider moving back a little further so that you can move around a little and not appear stiff like sitting in a chair.

## Background & lighting

- ✓ Keep your background neutral and free of distractions (neutral-color wall, free of wall hangings or other objects). Backgrounds that include objects or pictures with political statements, obscene, discriminatory or offensive language should be removed.
- ✓ Have the brightest source of light facing you (window or lamp) so that you are clearly visible when speaking.
- ✓ Be sure to check lighting at the time of day when your presentation will be recorded.
- ✓ Avoid having a window behind you. This will cause the background to be overexposed.



# Let's Get Technical!

We want you to be as successful as possible when delivering your virtual presentation! Are you set up with the most up-to-date equipment?

## Laptop

- ✓ Make sure to connect using a computer or laptop. It is not possible to connect using an iPad or cellular phone.
- ✓ If you are using an organization-issued laptop, firewalls could be an issue. Contact your organization's IT dept. for assistance.
- ✓ System requirements:
  - 2.3 Ghz, dual core
  - 4GB RAM
  - 1600x900 screen resolution
  - Windows 7 or higher
  - Apple Mac OS X 10.11 or higher
- ✓ Intrado is the ASHG 2020 virtual platform. Review and test system requirements [here](#).
- ✓ Please be sure to have your PowerPoint opened in the background to reference, if needed.

## Connectivity

- ✓ Using Wi-Fi? Boost your Wi-Fi strength – sit close to your router, have as few obstructions between you and your router as possible (i.e., walls, microwaves, TVs, etc.).
- ✓ Use hardwired internet if possible.
- ✓ Close everything on your computer that is not being used for the presentation.
- ✓ If sharing internet with other users, ask them to minimize their internet use during your presentation.
- ✓ Disconnect from your organization's VPN.
- ✓ Please disconnect other devices from Wi-Fi to create a stronger connection.
- ✓ Best Browser: If using a PC or MAC, please use Google Chrome. Firefox will also work for a MAC computer.

## Microphone

- ✓ Most computers have a built-in microphone. When connecting please allow your microphone and webcam to be enabled.
- ✓ An Ethernet hardline is recommended over a Wi-Fi connection to provide more stability.
- ✓ Clear and external noises are kept to a minimum, consider the following:
- ✓ **External microphone** - you can use an external USB microphone that plugs into your laptop and place it closer to you for better audio.
- ✓ Please make sure you have your phone handy in case we need to call you if your internet fails.
- ✓ Email and Phone notifications should be silenced to avoid disruption with your microphone during recording.

## Camera

- ✓ Most computers come with a built-in webcam.
- ✓ Be sure to turn on the HD setting for your webcam, if it has one.
- ✓ An external webcam can be used if your computer does not have one.
- ✓ Ensure you come dressed appropriately as if you are giving a live presentation.



# Preparing Your Content

**You will be contacted by ASHG with programming details of your specific presentation, including, will it be offered “live” or be pre-recorded? How much time do you have and how will questions and answers be managed?**

## Audience Engagement

Similar to an in-person event but virtually, think of ways to keep your audience engaged to discourage them from tuning out. This includes, encouraging attendees to ask questions via the Q&A box and providing helpful resources and handouts for attendees

Keep content accessible to include audience members who may not be experts in your field of research

## Best Practices

- ✓ Dive right into your intro (declarative statement of what audience should expect) and content.
- ✓ Rely less on text-heavy slides and use more images
- ✓ Make your presentation engaging and leave time for Q&A
- ✓ If you want attendees to contact you, display how to reach you on your last slide.
- ✓ **End on time** – Your attendees’ time (and that of the other presenters!) is valuable.

## Resources

- ✓ ASHG provides a branded [template slide deck](#) which all presenters are expected to use. Remember to use 16:9 presentation.
- ✓ **Your PowerPoint presentation can only be uploaded as a PPT file.**
- ✓ Maximum file size for a PowerPoint upload is 300MB
- ✓ A list of supported animations and fonts is available [here](#)
- ✓ Hidden slides do convert and display in Studio
- ✓ PowerPoint Slides are controlled by each speaker who is designated to present during a period of time. The controls to advance slides are built in the interface. You will review this functionality during your connectivity test!
- ✓ PowerPoint Slides are HTML5

## Deadlines and policies

- ✓ **Upload final slides by October 2, 2020.**
- ✓ While ASHG’s [photography policy](#) remains in effect, with a virtual format you should assume attendees have the ability to take photographs, screen shots, audio recordings, or video recordings.
- ✓ **If you are unable to present and need to have a replacement author present in your place, immediately contact the ASHG Programs Office by emailing [programs@ashg.org](mailto:programs@ashg.org).** The replacement author must be approved and is required to complete a conflict of interest disclosure form.



# Preparing your slides

## Presentation Lengths

- **Plenary**, 20 minutes (15 min. presentation + 5 min. Q&A.)
- **Platform**, 15 minutes (10 min. presentation + 5 min. Q&A.)
- **Invited**, 15-18 minutes.
- **Poster**, 3 minutes total.

## Slide preparation

**Slide preparation:** When presenting patient data and health information (including photos), all presenters must be compliant with informed consent regarding human subjects and all applicable HIPAA regulations.

- ACCME Accreditation Requirements & Guidelines: <https://www.ashg.org/meetings/2020meeting/presenters/accme-guidelines/>
- Use the [ASHG branded PowerPoint template](#).
- Use 16:9 PowerPoint presentation
- Use the PowerPoint default font of 44-point bold font for headings.
- Use 32-point font or higher for bullets.
- Include no more than 6 lines of text on each slide.
- Have sufficient text descriptions of graphs and tables for presentations posted online or sent digitally.

## Logo Policy

The Accreditation Council for Continuing Medical Education (ACCME) has issued a policy concerning logos on slides at CME-eligible events. The rules that govern our meeting are as follows:

1. As defined by ACCME, “a commercial interest is any entity producing, marketing, re-selling or distributing health care goods or services consumed by, used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.”
2. A speaker whose work is supported by a commercial entity may credit that support at the outset of the presentation (2nd or 3rd slide) using text only. Company logo/tag line/branding may not be used anywhere in the presentation, e.g., logo or color scheme.

## Logo Policy continued

3. A speaker from a non-commercial entity such as a university, research institution, research consortium, for-profit hospital (exempt under ACCME rules), or government agency may credit the organization(s) using logos on the acknowledgement slide, preferably the last slide. The speaker may not brand the overall presentation with logos or designs from the organization(s).

Additional information about ACCME’s definition of commercial interests is available here: <http://www.accme.org/ask-accme/where-can-advertising-appear-related-educational-events>

If you violate these regulations, you will be asked to revise your presentation. If you do not revise your presentation, you may be disqualified from presenting.



# Rehearse, Rehearse, Rehearse.

**While rehearsing your presentation is a must, be sure to account for the fact that you need to rehearse in your home or office setting now that you are presenting in a virtual event.**

- ✓ Prior to the recording sessions, we will need each speaker's phone # in case they are having issues connecting to the platform and we need to call them.
- ✓ Timing is key! Practice the timing of your presentation so you end on time and allow for audience questions.
- ✓ Speakers/Moderators should come dressed appropriately as if they were giving a live presentation.
- ✓ Consider using a mirror so that you can see how you look while speaking. Position it by the camera of your laptop and play around with either standing up while presenting or sitting down.
- ✓ Use your laptop and record yourself delivering your presentation. Share your video with a colleague or family member to get some feedback.
- ✓ Take a look at how you are presenting; are you looking directly into the computer camera?
- ✓ Please have a white-colored, plain background.
- ✓ Natural lighting looks best, however; there should be the option of a light in case the picture is too dark.
- ✓ The platform allows PPT animations, however; each animation will require a click which can cause extra work/distraction for the speaker. The fewer animations the better.
- ✓ The slides are not the entire full screen, speakers are expected to know their slides well and either print out a copy or have your presentation on another screen, if you need to check something.
- ✓ Click [here](#) to follow guidelines for accessibility in presentations.
- ✓ If there are any videos in the presentation that is fine, however; we will need each video as a separate file. To view a quick tips video, click [here](#).
- ✓ Technical trouble shooting resources are available [here](#).



# Ready, Set, Let's Go!

You've prepared a great presentation, you found a great spot and your equipment is ready. You even rehearsed. Here are some final reminders.

## Day of presentation

- ✓ Make sure you are comfortable with the Intrado Platform.
- ✓ Ensure computer audio and video is working by testing prior to the start of your scheduled session.
- ✓ Switch laptop to **"Do not disturb" mode**.
- ✓ Plug in laptop power source to avoid a dead battery.
- ✓ Keep a small bottle of water next to you.
- ✓ Check in with the moderators in the virtual session room, 30 minutes prior to the start of the session (not the start of your talk).
- ✓ Resolve technical issues. FAQ's available [here](#).

## Remove distractions

- ✓ Close any applications on your computer that are not needed.
- ✓ Silence your cellphone, turn off your email pop-ups, etc.
- ✓ Place a sign on your door with "Presenting, Do Not Disturb."

## Maintain a strong voice

- ✓ Remember to slow down! Speaking slowly and clearly will also help you remain understandable for the audience.
- ✓ Don't be afraid to use hand motions.
- ✓ Vary your pitch, speed, and volume.
- ✓ Be natural and enjoy your experience.

## Attire

- ✓ Wear solid colors or jewel tones. Navy looks better than gray or black. Avoid stripes, small patterns or wild patterns.
- ✓ Avoid jewelry that may be distracting to you or cause glare for the audience.
- ✓ Tie back long hair and/or avoid wearing neck scarves to avoid possible microphone interference.