



The slide features a white background with blue geometric shapes on the left and right sides. At the top left is the CLEC 2022 logo, which consists of a stylized purple and blue geometric shape followed by the text 'CLEC 2022'. To the right of this is a mountain range icon with the text 'Denver, Colorado' and 'March 14-16, 2022'. In the center, the title 'Speaker Guidelines & Information' is written in a large, blue, sans-serif font. At the bottom left is the ASCLS logo, which includes a stylized 'A' and 'S' followed by the text 'ASCLS' and 'The American Society for Clinical Laboratory Science'.

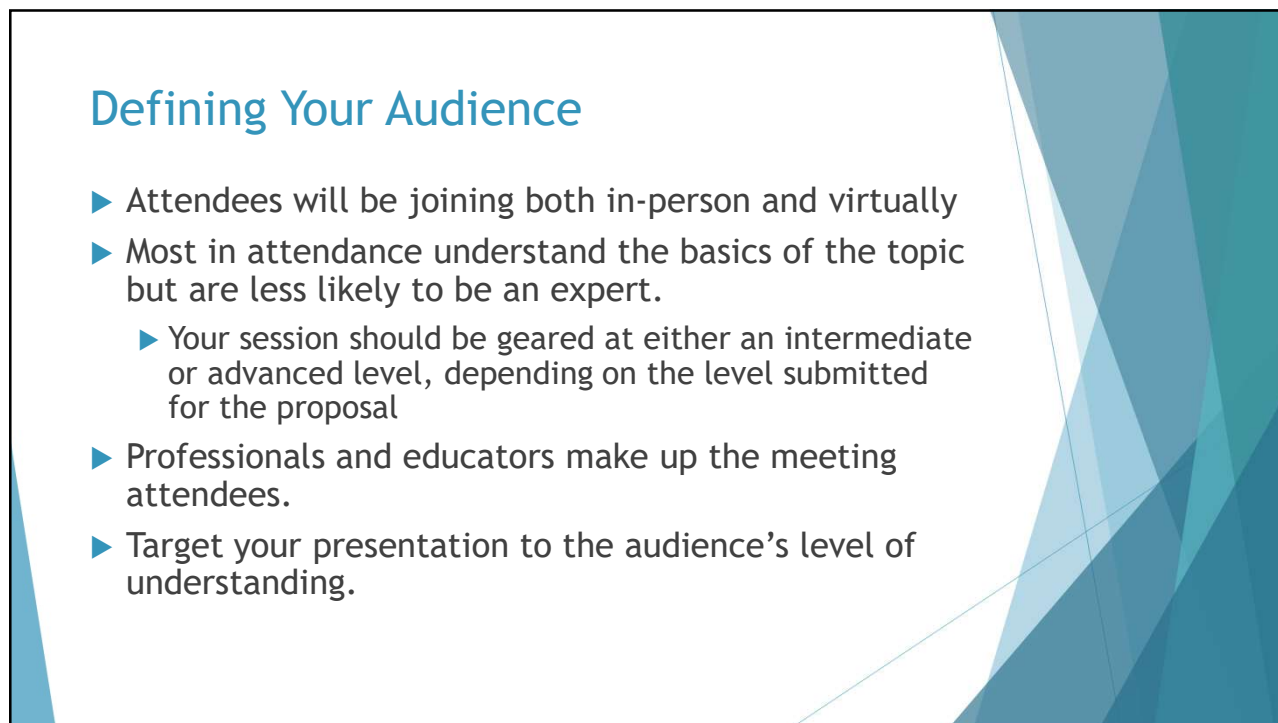
CLEC 2022

Denver, Colorado
March 14-16, 2022

Speaker Guidelines & Information

ASCLS
The American Society for
Clinical Laboratory Science

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The slide features a white background with blue geometric shapes on the left and right sides. The title 'Defining Your Audience' is written in a large, blue, sans-serif font at the top left. Below the title is a list of four bullet points, each starting with a blue right-pointing triangle. The text is in a black, sans-serif font.

Defining Your Audience

- ▶ Attendees will be joining both in-person and virtually
- ▶ 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 and educators make up the meeting attendees.
- ▶ Target your presentation to the audience's level of understanding.

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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.

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Presentation Formats

- ▶ Three types of sessions
 - ▶ Keynote
 - ▶ Concurrent/Breakout Sessions
 - ▶ Speed-Learning Sessions
- ▶ Session format outlined in invitation email
- ▶ **All sessions will be livestreamed (using Zoom Webinar) and presenters will be on camera.**

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Keynote Sessions

- ▶ Content leader driven session
 - ▶ Subject matter is common interest for all attendees
- ▶ Large auditorium seating, approximately 600 attendees

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Concurrent/Breakout Sessions

- ▶ Content leader driven session
 - ▶ Specialized interest presentation
- ▶ Classroom and theater style, approximately 50-150 attendees
- ▶ 60-minute presentation
 - ▶ Includes 5-10 minutes Q&A if time allows

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Speed Learning Sessions

- ▶ Content leader driven session
 - ▶ Specialized interest presentation
- ▶ Classroom and theater style, approximately 50-150 attendees
- ▶ 30-minute presentation, in groups of two
 - ▶ Includes 5-10 minutes Q&A if time allows

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Question & Answer Sessions

- ▶ Held at the end of session, time permitting
 - ▶ Allow 5 - 10 mins for questions at the end of presentation
- ▶ In-person attendees will utilize microphones in the session room, virtual attendees will utilize the “Q&A” function to type questions which will be read by the session moderator.

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Tips for an Engaging Presentation

- ▶ Make eye contact with camera and/or in-person attendees.
- ▶ Actively engage the attendees every 7-10 minutes.
 - ▶ Even a simple call to action such as, "Remember a time when..."
- ▶ Polls should be used sparingly. 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/>
 - ▶ Sli.do - <https://www.sli.do/>
 - ▶ Glisser - <http://glisser.com/>

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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.

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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.

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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.

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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.

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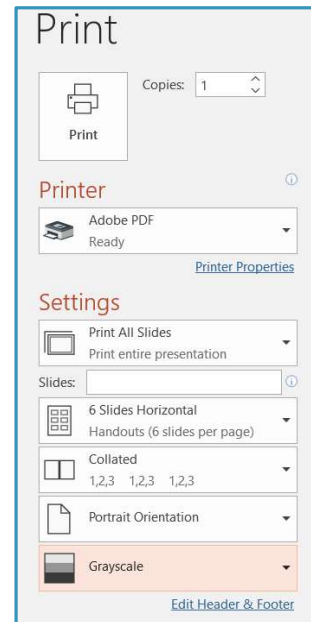
Handouts

- ▶ Handouts will be uploaded to our website and meeting app for attendees.
- ▶ Handout Guidelines:
 - ▶ Handouts must include the published title of the session and objectives, as well as the presenter's name(s) and professional affiliation(s).
 - ▶ Submit handouts as **PDFs**.
 - ▶ Please make sure your handout slides are on a **WHITE** background.
 - ▶ Handouts can consist of additional resources or highlights from your presentation (you do not have to include all slides, if preferred).

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Creating Handouts

- ▶ In presentation Powerpoint, go to “Print”
- ▶ Select “Adobe PDF” as Printer
- ▶ Select your output as “Handouts - 6 Slides Horizontal” or “Handouts - 4 Slides Horizontal”
- ▶ Select either Pure Black & White or Grayscale
- ▶ Save file as follows (first three words of title is acceptable)
“LastName.FirstName.SessionTitle”



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Presentation Submission Deadlines

- ▶ Speakers must submit PowerPoint presentations and handouts
- ▶ Presentation and handouts should be uploaded to <https://ascls.org/clec-presenter-materials/>
- ▶ **Deadline: Wednesday, February 21, 2022**

For reference: CLEC Presenter Information Website
(<https://www.ascls.org/clec-presenter-information>)

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Day of Presentation

- ▶ A session moderator/host will be assigned to your presentation.
 - ▶ Plan to arrive to your session room (or Zoom Webinar link) 10 mins early
 - ▶ 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.

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Thank You!

- ▶ We appreciate you agreeing to share your expertise at the 38th ASCLS 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 - Michael Cubbage (speakers@ascls.org)
 - ▶ ASCLS Staff Liaison - Melanie Giusti (melanieg@ascls.org)

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