




New Orleans, LA
March 2-4, 2023

Speaker Guidelines & Information



ASCLS
The American Society for
Clinical Laboratory Science

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Defining Your Audience

- Includes faculty, administrators, directors, advisers and others in medical laboratory education.
- Attendees will be joining both in-person and virtually
- Most understand the basics of the topic but are less likely to be an expert.
 - 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.
- Attendees are looking for take-aways
- Commercial bias is forbidden, so please make sure your presentation is not a sales pitch.
 - Presentations about a device, procedure, or testing methodology must be balanced when multiple devices, procedures or testing methodologies exist. The presentation should make mention of what is available, even when not the focus of the presentation.
 - Include any disclosures, if applicable.

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Presentation Formats

- Two types of sessions
 - 60-minute presentation (includes 5 mins for Q&A)
 - 30-minute presentation (includes 5 mins for Q&A)
 - Two 30 min. sessions will be paired into one 60-minute session block
- Session format outlined in invitation email
- All sessions will be livestreamed and recorded (using Zoom Webinar). Presenters will be on camera.

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Concurrent/Breakout Sessions

- Content leader driven session
 - Specialized interest presentation
- Classroom and theater style, approximately 50-150 attendees
- Either one 60-min session OR two 30-min sessions.
 - Includes 5-10 minutes Q&A if time allows
- Four concurrent sessions scheduled each hour block

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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.poll Everywhere.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
 - Limit text/avoid overcrowding slides
 - Use bullet points and abbreviated statements
 - Attendees don't want to read slides
 - Sans serif fonts over 20 pt. work best to ensure the audience can read your presentation.
 - Use colors sparingly for more effect and to avoid overwhelming the audience.

Common Complaints:
text too small and
too much text!

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Number of Slides

- ~23 slides for every 25 minutes of presentation
 - Make sure you can discuss the points shown on the slides in the time allotted
 - Sessions will include a brief speaker introduction, and a Q&A period following presentation (time permitting).
- Be sure to include a slide listing the three objectives for your presentation at the beginning.
 - Refer to your presenter agreement confirmation email for your submitted objectives.
- Include your contact info, should attendees have questions.

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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 and Logos

- 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/Organization 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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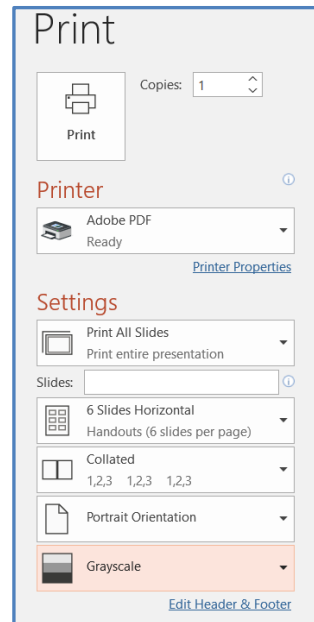
Handouts

- 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 (key takeaways) 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 15, 2023

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

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Day of Presentation

- A session moderator 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 39th 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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