Private Practice Section Speaker Tool Kit

Preparing Your Proposal Submission

Presentation Format (Note: All formats must include time for questions and answers):

Pre-Conference Workshop: Two to four hours in length, including time for questions from the audience. This will be one of several sessions offered at the same time. You may present as a single speaker, a group of up to three individual speakers on a similar topic, or as a moderated panel presentation. These sessions will use PowerPoint and be recorded (Computer and LCD projector is provided; no Internet is provided).

Breakout Session: 60 - 120 minutes in length, including time for questions from the audience. This will be one of several sessions offered at the same time. You may present as a single speaker, a group of up to three individual speakers on a similar topic, or as a moderated panel presentation. These sessions will use PowerPoint and be recorded (Computer and LCD projector is provided; no Internet is provided). For in-depth topics, multiple sessions may be submitted and linked by title.

Moderated Networking Discussion: 60 minutes in length. One or two speakers introduce the topic and set the stage for evoking questions, discussion, interaction and sharing of experiences by attendees. (No AV is provided.)

<u>Strategies for Success</u>
Choose a topic

- that is **practical** –for example, something that has a direct impact on improving the practice
- that will provide knowledge, skills, or information that can be applied **right away**
- that is hot, cutting-edge, or offers a new perspective

Proposal Submission Requirements:

1. Your title should capture, in 10 words or less, who your session is for and the topic that will be covered.

2. Description and overall purpose of the educational session should, in 200 words or less, build on your title, focus on takeaways, and be as persuasive and concise as possible.

3. Learning objectives/outcomes set the direction of the session and keep the presentation or training focused. To help bring the content to life and make it actionable, please clearly define how your session will support attendees in implementing and applying their learnings back at the office. Put the emphasis on participants acquiring skills, rather than simply receiving knowledge. For help writing objectives/takeaways try combining a skill that participants need to know how to do then what they need to know in order to do that. For example, you can complete the stem "Upon completion of this course, participants will be able to…."
(Here is a helpful information on how to write and format your learning objectives)

4. Content outline that includes topics and time frame. Be specific in your plans: provide details about your session, the need for this session, and what attendees can walk away with after

attending. Each objective must have a directly-related content/topic outline that is more than a restatement of the objective.

(Here is a helpful information on how to write and format your content)

5. Describe the practice gap(s) that this session will address. When there is a gap between what the professional is currently doing or accomplishing compared to what is desired/achievable on the basis of current professional knowledge, there is a professional practice gap. The goal of a strong educational session is to change participants' knowledge, skill, or performance in an effort to eliminate the practice gap – ultimately making a positive change in outcomes.

6. Current bibliographic references (should demonstrate integrated evidence, minimum of 5 references within the past 10 years)

7. Speaker information (including credentials, biography, institution and contact information) – depending on the length and format of the presentation, generally prefer no more than 3 speakers per session.

8. Three keywords relative to educational session

9. Various teaching and active learning strategies. Examples include: practical applications, audience polling, panel discussions.

10. Recommended participant level: Consider your audience. What level practitioner would you recommend this session to? Basic, intermediate, advanced, multiple levels.

11. Learning assessment: What measures or methods will you use to assess the learning by the attendees? Examples include: question and answer periods, group discussion, case studies, simulations, and demonstrations.

12. Speaker disclosure statement (indicate if potential for conflict of interest, bias, material gain, or indicate if no conflict).

13. Permission to record: You will be asked to indicate your approval or denial to have your session recorded for use as a course in the PPS Learning Center.

Topics for 2016
- New business models and niches
- Forming strategic alliances
- Patient self-referral
- Use of technology
- Audits / Compliance
- Human Resources
- Marketing
- Leadership
- Advance key metrics
- Staff management
- Succession planning
- Other

PPS Speaker Guidelines and Best Practices

Thank you your interest in speaking for PPS. *Prior to submitting a proposal for an educational session, please read these helpful guidelines and best practices:*

General Content Guidelines

1. *Provide Content Resources*
Content Resources: To qualify for Continuing Education Units (CEU) you must provide content references or evidence-based research for each educational session.

Evidence-based research includes (in a general order of strength from strongest to weakest):
- peer-reviewed research,
- other published research,
- cohort studies,
- case series reports, and
- case studies.

In addition, resources can include:
- web sites,
- specific reference information (journal or text book, author name, year, etc.), and
- titles of protocols/standards of care with the facility or location in which they are used.
- A bibliography of at least five (5) qualifying published works, published within the past 10 years, supporting the content of the session must be included in order for your proposal to be accepted. References to publications of the presenter do not qualify.

    Sample Format: *Abramson D, et al. Changes on Blood Flow, Oxygen Uptake and Tissue Temperatures Produced by the Topical Application of Wet Heat. Archives of Physical Medicine and Rehabilitation. 1961; 42:305.*

2. *Non-Commercial Nature of Sessions*
This speaking opportunity is **not** to be used as a place for direct promotion of a presenter's product, service or monetary self-interest.   One exception – the Vendor Presentation during PPS Annual Conference – where exhibitors are encouraged to promote their product or service through a 15 minute presentation (see prospectus for further details).

3. *Developing the Content*
Know your audience and involve them in your session. A simple question-answer format is not sufficient to "involve your attendees." Highly interactive methods encourage learning, build learners' confidence and enhance the transfer of learning to the workplace. The success of your session will depend on the degree to which you involve your session attendees as well as the quality of the content you provide. Involving your learners can be done with activities such as peer discussion, small group activities, case studies, role-plays, games, storytelling or other engaging techniques. Q&A is vital, but so is vibrant discussion and even debate throughout the entire session.   Make sure that you use words that resonate with the audience.

4. *Handouts*

All speakers are required to provide a handout prior to the presentation. Refer to specific information sent to you along with the acceptance letter for deadlines and format. Handouts for the PPS Annual Conference will be posted on the PPS website (www.pppsapta.org) along with the conference program and other collateral materials. The handouts will be accessible to Conference registrants prior to the Conference. Conference registrants are responsible for accessing the handouts. **Failure to provide a handout will result in forfeiture of any honoraria and/or other speaker reimbursement.**

General Handout Format (some agreements may contain more details)
- Handouts should be in PDF format
- White background and black print
- 3 slides per page
- No more than 25 pages total
- Include only materials for which you have permission
- Do not use company letterhead nor company name, logo, etc.
- PPS reserves the right to revise and/or reformat as necessary.

Preparing Your Presentation and Visuals

1. *Check for spelling errors and punctuation mistakes*
   - Be sure to spell check the entire presentation for misspelled words and for punctuation errors. Although small, these mistakes can be very distracting.

2. *Avoid crowding your presentation*
   - If what you want to say does not fit on one slide, spread the text over two slides. Do not crowd it all onto one slide. Besides looking unprofessional, it will be hard for the audience to read from the back of the room.
   - Limit the number of images, clip art and videos in your presentation. Artwork is fun and brings more detail to your presentation, but too much is distracting from your message.
   - Avoid two-line titles when giving a presentation because of the distance the eye has to travel across the slide. In fact, consider doing a presentation with titles only.
   - Don't animate your text unless it adds value, meaning or emotion to the content.

3. *How many words should be on a slide?*
   - If a slide contains more than 75 words, it has become a document.
   - Presentations with 50 or so words per slide serve as a teleprompter for the presenter. Know your material vs. reading from the slide.
   - If all of your content is on the slide, the audience will read the slide more quickly than you can explain it, making you strangely irrelevant to your own presentation.
   - True presentations focus on the presenter and the visionary ideas and concepts they want to communicate. The slides reinforce the content visually rather than create distraction, allowing the audience to comfortably focus on both.

4. *What is the appropriate font size?*
   - For keynotes, don't go smaller than 28pt.
   - If you are consistently reducing your point size under 24pt and using 3rd level bullets, you have officially created a document and not a slide.
   - Put your file into slide sorter view. Look at the slides at 66% size. If you can still read them, so can your audience.

- Stand in the back of the room at your venue and click through all the slides so you know what people in the back row will see.

5. *Rehearse your timing*
- For visual presentations, a standard rule of thumb is to show 1 slide every 2 minutes.
- Make sure you can get through your allotted time without rushing; this will help you to start and end your session on time.
- Leave time for questions.

One Last Thought: The audience will either read your slides or listen to you. **They will not do both!** *So, ask yourself this for every slide you create: is it more important that they listen, or more effective if they read?*

Presenting Your Session at Conference

1. *Start and end your session on time*
- Begin the session at the posted starting time. Your audience members will be appreciative.
- Be sure to allot time for the question and answer period, and still be able to end on time.

2. *Questions & answers*
- Schedule a set amount of time for questions (10 minutes is recommended).
- Let your audience know at the outset how you will handle questions; either during the presentation or at the end of it.
- If open to interruptions, clarify how many questions you will allow before continuing with your presentation.
- Be sure to repeat each question to ensure each member of the audience hears the question, and that you heard the question correctly.
- If a participant is asking specific detailed questions that would lead you away from the presentation, suggest that you talk more after the session.

3. *Follow your presentation slides, abstract and stated audience level*
- The audience bases its expectations of your presentation on the session title and abstract.
- Participants will lose interest and possibly leave the session if there is a conflict between the title, abstract and the session content once you begin.
- When you know your audience and their needs, you are more likely to have a successful session.

4. *Introductory biography*
- Keep your biography short - something that can be read aloud in one to three minutes by the moderator.
- Make it professional and friendly. Be sure to include "why am I qualified to speak on this subject?"
- A good biography builds credibility. Do not forget to include something unique or personal about yourself that helps the audience connect with you.

Audio or Video Recording

1*. To ensure the quality of the audio recording*
- Test the placement of the microphone or lavaliere for comfort.
- Speak loudly.
- Speak clearly.
- Have a normal cadence to your speaking pattern (don't rush).
- Repeat all questions from the audience.
- Relax and be yourself! Smile!
- If you are being video-recorded, avoid 'busy' clothing, such as stripes, and stick to solid colors.

Nonverbal Communication Strategies

1. *Research has shown that most messages are delivered through nonverbal means*
- 7 % is conveyed by actual words or content.
- 38% is transmitted by tone of voice and volume of speech.
- 55% is delivered via non-verbal information, such as facial expressions, posture, hand gestures, and how you carry yourself.

2*. Body Positioning*
- Don't stand directly in front of your slides, charts, graphs, etc.
- Stand to the side of the screen or board and use your hand, pointer, or mouse to direct attention to important points, with the information to your writing-hand side.
- Direct all speech at your audience; don't talk into the screen or flip chart.
- Don't hide behind a podium or table, or sit in such a way that some or all audience members cannot see and/or hear you.

3*. Posture*
- Stand with your feet about shoulder-width apart, with knees slightly bent when you are not moving about the room.
- This posture gives the appearance of being in control, relaxed, and confident.
- This posture should be comfortable and not awkward; practice ahead of time to get the feel.

4. *Movement*
- Be animated as you present your material.
- Move around somewhat, even if you must remain in the area of the podium or projector.
- Don't make erratic or unorthodox movements, like bouncing, rocking, pacing, or other distractions.

5*. Hands*
- Gesture naturally, not mechanically, with your hands.
- Do not use your hands excessively, unless it fits your personality.
- Be careful not to make unnatural hand movements that could be interpreted as lewd or culturally offensive (e.g. To a Brazilian audience, the "O.K." sign Americans make with their hands by forming an "O" with the thumb and index finger, with the remaining three fingers raised up, means the same thing as raising the middle finger in America).

6*. Facial Expressions*
- Use facial expressions to show concern, enthusiasm, empathy, and understanding.

- Appropriate expressions will make you more believable to participants.
- Be genuine! Check yourself in the mirror before experimenting with facial expressions.
- Smile as much as possible, naturally.

7. *Eye Contact*
   - Practice establishing eye contact with your audience to make them feel included.
   - Spend several seconds looking at one person before moving your visual focus to another person.
   - Eye contact of longer than 3-5 seconds can make a participant uncomfortable.
   - When the audience stops looking at you, it can be the first sign that they've also stopped listening.
   - Take in the entire audience throughout your presentation. Looking just straight ahead can give the impression you are ignoring those on the right and left.

Shipping Session Materials

1. *If you find it necessary to ship any materials to the meeting facility, you will assume all related costs and delivery. Check with meeting management staff to obtain the correct address and other pertinent shipping information.*