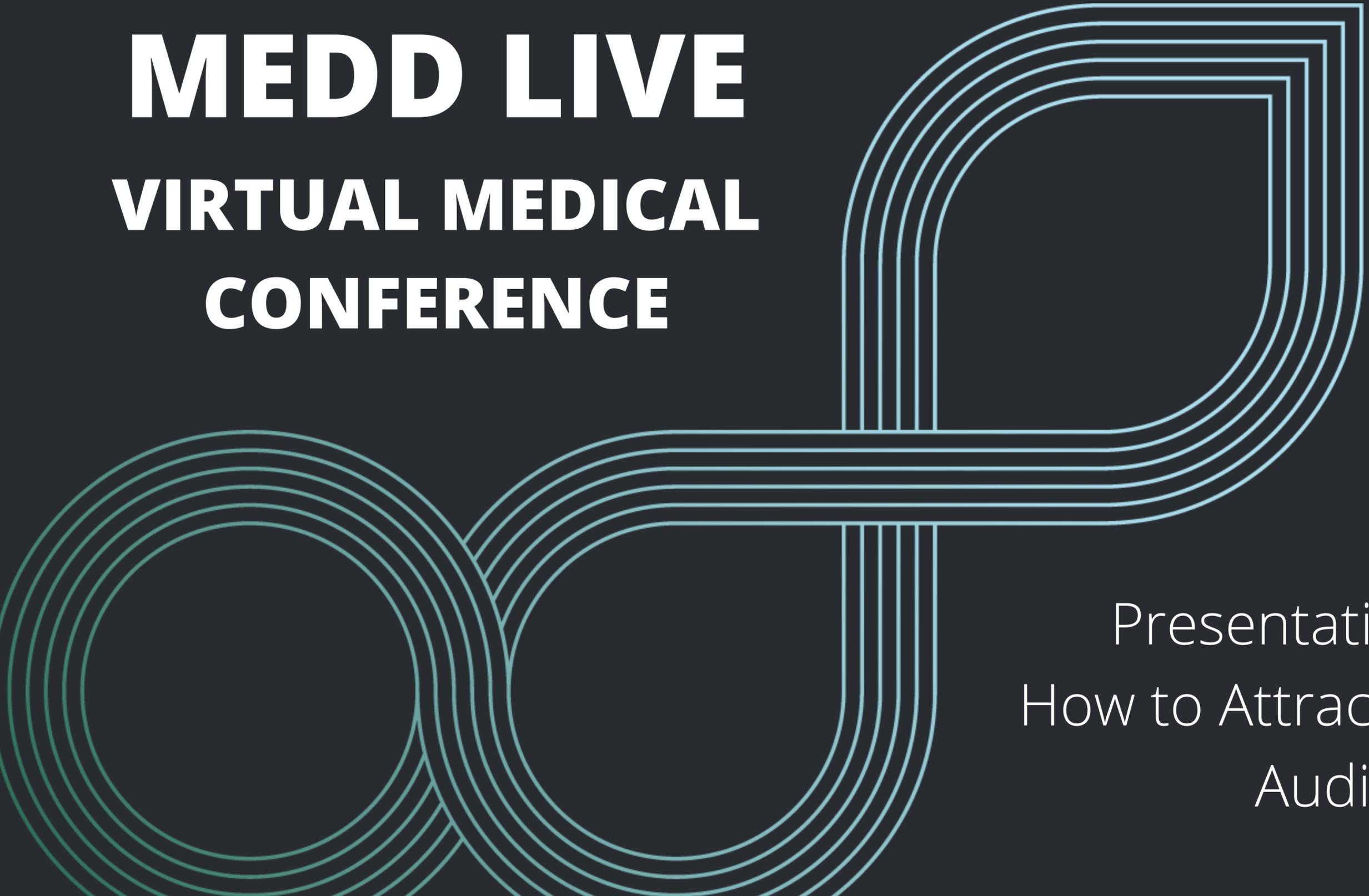


MEDD LIVE
VIRTUAL MEDICAL
CONFERENCE

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Presentation Guide:
How to Attract & Engage an
Audience

Considerations when picking a topic

Presenting at a conference can generate a lot of great exposure however there are no guarantees that registrants will attend your session or sit through to the end.

Working in healthcare for over 20 years, we've seen our fair share of presentations, which is why we've put together a quick guide that may help you, help us, promote your presentation and attract the audience you're after.

How to ensure your presentation has the best chance to attract and retain a crowd

1. Make sure your presentation focuses on the audiences' needs, not just what you want to tell them
 - a. What information can you share that will help improve how they practice and increase their confidence to detect and manage specific conditions?
 - b. Is your message clear and do you have a simple 'call to action' so the audience can start implementing what they have learnt immediately? Remember information without a practical application is just trivia, and easily forgotten.
 - c. Are you addressing all the common referral barriers, such as what signs and symptoms to look out for, specific questions to ask when taking a history, an overview of all management options, cost, indications, reimbursement, access to services, and how to educate a patient on their options?
2. Does the title and summary of your presentation stand out? Would you be attracted to your session if you were the intended audience?
 - a. Does the title and summary include the value statement for the audience, such as 'Complex ECGs made easy, a 5 step guide.'
 - b. Can you use controversy as a draw card (let's face it everyone likes a bit of controversy)?
 - c. Would a panel discussion with opposing views be a more effective strategy to ensure your audience remembers your message?
3. CPD Points - Where possible we will be submitting the GP presentations for RACGP CPD accreditation. For accreditation, your presentation needs to comply with the following:
 - a. Speaker needs to provide their **topic, duration of presentation and 2-3 references from their presentation** (an Australian reference from the last 10 years is favourable)
 - b. Presentation needs to include opportunities for interaction, such as case studies, Q&A, panel discussion (Q&A and chat are available in each session)
 - a. Any relevant conflict of interests need to be declared
 - b. Any logos can only be featured on the first and/or last slides
 - c. Presentations do not mention products by use of their brand or trade names (refer to generic product names)



Getting an audience is only half the battle, keeping them engaged is another challenge.

Tips on keeping your audience engaged.

1. Speak from **your experience**. While medicine is obviously evidence-based, it's not black and white and your audience is there to hear **your** opinion, **your** practice tips and tricks and what **you** think it all means for patient management. They are after a unique summary and perspective that they can't get from reading a research paper or article themselves.
2. Keep the presentation focused and only cover 3 main points if possible. Try to reinforce these points as often as you can without being too obvious.
3. Make sure your presentation
 - **Motivates your audience** – Make it clear why your audience needs to care about what you have to say
 - **Teach** - Offer balanced insights that address key referral barriers (see below) and,
 - Provide a clear **call to action** so the audience understands exactly what you want them to do, and when to do it.
4. Ask a colleague to Chair your session to field questions from the audience and start off the Q&A. This allows you to concentrate on delivering a great presentation.
5. Before your presentation, organise a poll or survey for your audience to complete during your session. This will give you valuable insights into their current clinical practice and understanding of the topic, and allow you to address their specific needs.

If the aim of your presentation is to influence clinical behaviour to help improve patient management, then an effective presentation technique you may like to try is the TIPS presentation format. TIPS stand for Trends, Implications, Potential and Solution, and can be used like this.

1. **Trends** is a description of the existing clinical **problem** as a result of current practice or circumstances – This defines the problem you plan to address throughout your presentation. For example, "50% of Australians with severe aortic stenosis will die within 2 years if left untreated. Many of these patients are not being detected and diagnosed despite regular visits to their physician. This is a problem that we all need to address."

It is easier to trigger a behaviour change if the audience understands the nature of the problem and appreciates that they are close to it. Personal case studies and emotive language can leave an impact on your audience as they gain a better understanding of who you are and what motivates you.

TIPS format continued:

2. **Implications** – describe the personal, patient and/or healthcare implications of the trending problem if nothing is done or clinical behaviour doesn't change.

Best described using personal, emotive language, as it helps connect the audience with the problem. This is important as you will eventually invite the audience to be a critical part of the solution.

3. **Potential** - this is the utopic 'what if' statement; for example, "with advances in procedural innovation, treating valvular disease can now be relatively straight forward, with minimally invasive options available. If we can get your help to detect patients early enough and get them on the path to diagnosis and treatment, we can prevent many of these patients dying a terrible death or being routinely admitted for acute heart failure. This is what we need to do..."

4. **Solution** - Like any good story, there's always a hero and in this case it's a patient management solution. Invite your audience to be part of the solution. This will give meaning and purpose to why they attended your sessions. Teach your audience what role they play and what you want them to do, i.e. the call to action.

This is the moment you get to talk about what you do and what patient management options are available, as well as, how the audience can connect with you. Try to address as many barriers to the adoption of appropriate patient management as possible. This may include but are not exclusive to, an overview of what to look out for, what patient history questions you ask, how to access your services and refer, how to educate patients on their treatment options, reimbursement considerations and out of pocket expenses.

Summarise the main points and recap the call to action to reinforce what you are asking from the audience.

Question Time

It's a good idea to have some FAQs prepared or a colleague ready to kick off the question time while the audience gets used to using the Q&A function. Silence can be awkward, so start off by saying you have some questions already sent in.

We hope you enjoy the experience presenting at the inaugural MEDD Live conference and we hope you return when we do it all again.

