

MAGI WE CAN AGREE TO SAVE LIVES

MAGI's Clinical Research Conference

Speaker Guidelines

Thank you for speaking at MAGI's Clinical Research Conference. You are a member of a remarkable team of speakers and key to the success of the meeting.

As a speaker, it is your responsibility to make the best presentation you can. As program chairman, it is my responsibility to help you accomplish this objective.

We anticipate attendees with responsibilities for clinical trial operations, agreements, budgets and regulatory. The audience will have a broad range of experience. About 50% will be from sites, 25% from sponsors, and 25% from CROs and other service providers. Two-thirds of attendees will have five or more years of experience.

As a speaker, you do not need to register or pay for the meeting. You may attend all sessions and workshops at no charge. However, you are responsible for your own travel and lodging costs. Please attend as much of the conference as you can.

If you want to modify your session title or blurb, please let me know ASAP. Within the scope of your topic, you are free to present your material as you wish.

Communication is paramount, so please respond expeditiously to telephone calls and emails from co-presenters and me.

We always need more good speakers, so we welcome your recommendations. Please tell your colleagues and people at other organizations that you will be speaking at the conference. The more the merrier!

Speaking

If you are an experienced speaker, you already know much of the following information, but please bear with me.

Arrive early to your session/workshop room. Make sure the right slides are on the computer, you are comfortable on the podium, and you know how to use the microphone and remote slide controller.

Each session (but not moderated discussions or workshops) has a chairperson (who is not one of the speakers). Your chairperson will help you get set up and introduce you to the audience. Your introduction will not regurgitate your biography, so be sure to enter your bio online. Instead, session chairs try to give the audience reasons to sit up and pay attention to you. Your session chair will help you stay on schedule, but it is primarily your responsibility. If your session chair is not there when you are ready to start, start anyway.

Think about what your audience really wants to learn from you. What gems of wisdom will make the entire conference worthwhile for them? Their primary interest is in practical tips, preferably illustrated by real-life examples. Nuts-and-bolts advice delivers measurable value. Examples help the audience understand how to use the practical advice. It is very difficult to present theory to a mixed audience; the experts will be bored or the novices confused. Examples and case studies keep the material fresh and work well with a mixed audience. It is OK to present only part of the theoretical material; more will come out in the examples and Q&A. Many of the sessions could be

expanded to entire days, so do not even try to cover everything. If there are any recent trends or developments, point them out. If you can, include international perspectives.

We want the audience to go home with a long list of practical tips they can start implementing the next day. It's OK to talk about WHAT to do, but also tell them HOW to do it, and not just in general terms. We can post materials such as sample text, forms, publications and checklists on the conference website for attendees.

If you explicitly promote your business, you will get complaints in the attendee feedback and aggravate our continuing education partners. You may say something about your company if it is necessary to establish your credentials or provide context for your remarks. You can set expectations by saying that, given the nature of your session, mentioning your company is unavoidable, but that your intention is to share your company's good ideas, not promote its business. Help the audience understand it should be grateful that you are sharing information that other companies consider trade secrets. Give a good talk and the attendees will connect the dots.

If you are sharing the podium with one or more speakers, start coordinating your presentations well in advance. Your talks should be part of a coherent whole, with smooth transitions and no redundancy. (You can use services like www.freeconferencecall.com for conference calls.) Each speaker can give a separate talk, or you can interact in one talk, i.e., from different perspectives on the same question. Audiences like speaker interaction. If there is more than one speaker in the session, all of you should be on the podium during the session. Unless it is a panel discussion, the speaker should stand. Share the time equally unless all speakers agree otherwise.

I *strongly* recommend that you practice your presentation *at least* once. You may discover some awkward bits or that you have too much material to cover. Professional speakers practice their talks many times. When I ask speakers how they could have improved their presentation, the most common answer is that they wish they had practiced. There is no excuse for not practicing, especially for short talks.

Time management is important. Allow five minutes for introductions and fooling around. Leave 1/4 to 1/3 of your time open for Q&A. Think of your presentation as background information for a discussion. Practice your presentation to make sure you can cover everything. Talking really fast is not a good strategy. In fact, pause from time to time to allow your audience to digest what you said. It is a major breach of etiquette to cut into the next speaker's time. There will probably be a large clock on the table in front of the lectern.

You can manage your speaking time by dividing your presentation into sections and allocating time to each section. MAGI meetings run on schedule, so if you save your best material for the end of your talk and fall behind schedule, it will be a serious problem. It may sound crazy, but plan to end early; the time won't go to waste. To a large extent, less is more.

It is better to go into medium depth about a medium number of topics. Don't get bogged down with one topic, or skim over too many. MAGI meetings have active audiences. They won't notice if you leave out some masterful detail, but will be irritated if you don't let them ask their precious questions. They also want the opportunity to share their pearls of wisdom. Many speakers have trouble allowing time for Q&A, so please make an extra effort.

Feel free to experiment in your session. The audience wants interactivity. You will not be penalized if you try something creative and it doesn't work out quite right. But, please practice in advance. If you want to conduct an exercise, test the exercise in advance; a good exercise is surprisingly difficult to design.

People come to MAGI meetings to understand different perspectives and find common ground, so be constructive. If you are with a site, do not criticize CROs or sponsors; they are in the audience and will take offense. Instead, suggest ways we can work together more effectively.

For example, don't say "Those guys are really slow." Instead, say: "We get faster responses if we..."

In 45-minute sessions, ask attendees to hold their questions to the end...and make sure you allow time for questions. When attendees want to ask a question, encourage them to identify themselves and avoid multiple and multi-part questions. Problematic questions and suitable responses are as follows:

- Questions without interest to other members of the audience: "Interesting question. Let's talk about it after the session."
- Questions that are incomprehensible: "Do you mean...?" or "I'm not sure I understood your question, but..."
- Questions that require a long answer or lots of clarification: "Interesting question but, to give it justice, we need to talk about it after the session."
- Questions that are actually venting: "Thank you for your thoughts. Next question?"
- Questions that ramble, have multiple parts, or consist of multiple questions: "Let's try to answer part of/your first question and then give someone else a chance."

The audience will have evaluation forms for each speaker. The categories are: On Topic, Content, Delivery, Slides, Value, Met Learning Objectives, and Lack of Bias. We will give you your numerical ratings and comments a few weeks after the meeting. Remind the attendees to complete the feedback form.

Articles with speaker tips are at:

<http://www.firstclinical.com/resources/journal/0510/Speaking.pdf>

http://www.firstclinical.com/journal/2008/0811_Stage_Presence.pdf

Slides

Do not wait until the last minute to prepare your slides. Unexpected illnesses, business trips, vacations, rush projects, etc. cause serious problems for four to five speakers at each conference. If you are co-presenting, the potential complications increase. Let me know ASAP if a co-speaker is unresponsive. Co-speakers must answer the following questions among themselves:

- What is the content of our presentations?
- Where are possible redundancies (which must be eliminated)?
- What is the format (sequential or combined) of the presentations?
- If sequential, who presents first?
- If combined, who speaks when?
- What is our schedule and process for developing and reviewing the slides?
- What are our work, vacation, travel and other schedule problems?

Please deliver slides on schedule, if not earlier. If they are late, I may replace you with another speaker. You have to do them anyway, so you might as well get started today. As you may suspect, we have had some bad experiences with late slides. I will review your slides and offer suggestions where appropriate, but you will lose credibility if you tell the audience, so please take all the credit.

Use PowerPoint for your slides. The audience cares how your slides look. There is an article about making good PowerPoint slides at http://firstclinical.com/journal/2007/0712_PowerPoint.pdf. Use the following naming convention on your slides and other files:

[Session #]_[Last name]

Optional MAGI slide templates are at http://www.magiworld.org/MAGI_Slide_Templates.zip. Please use them.

The best number of slides depends on content and presentation style, but under no circumstances use more than one slide per minute of presentation, including the title and Q&A slides. Rehearse your presentation to make sure you can cover all your material at a reasonable pace. Rushing through slides is not effective because the audience cannot keep up.

You may put the name of your organization OR a small logo OR a copyright notice on the bottom of all your slides, but it is better to put these things only on the first and last slides, and not too big there. Do not state on your slides that they are confidential because they are not.

We will make slides available to conference attendees online, two per page. Check your slides for readability when printed in black & white. For example, white text and graphics on a colored background may become invisible. Do not use slides that print with a dark background — it often causes printing problems and annoys attendees because of the wasted printer ink. Black text on a white background is not exciting, but it is very legible. Do not use images with large file sizes. Slide files should be under 1 megabyte in size, and most will be under 250K megabytes.

Slides will be preloaded on the session/workshop computer. Well before your session or workshop, verify that we have the correct version and the slides display properly. If you plan to use any audio, video or fancy animations, this goes double. To be safe, bring a copy of your final slides on a memory stick.

Most speakers permit us to share their slides with the speakers at the next conference, to serve as a starting point. If slides from previous conferences are available, they will be available on your session/workshop webpage. If you use any, include an acknowledgment slide. If you do not want to share your slides with speakers at the next conference, let me know. If you use a previous speaker's slides, do NOT disclaim responsibility for the contents during your presentation.

Other

I will be available in person at the hotel starting Saturday afternoon. My cell # is 650.465.0119.

Please join us at the speaker dinner Monday night after the reception.

Please make yourself available to attendees for the entire meeting if possible. An article about networking is at http://firstclinical.com/journal/2006/0609_Networking.pdf.

Make your travel plans as soon as possible. Try not to schedule travel too tight; you may have heard that delays can occur. The discounted hotel rooms almost always sell out early.

Free continuing education contact hours are available to speakers only if you submit your feedback form(s) by the end of the conference. After that, the normal \$69 late fee applies. See the continuing education instructions in the conference booklet.

If you are not already a MAGI member, please join at <http://www.magiworld.org>.

Please do not cancel at the last minute. However, if you need to cancel, please try to arrange for a substitute speaker. If your attendance is shaky, let me know ASAP so we can start making back-up plans. Do not wait to tell me because you think you may be able to sort out the problem.

I look forward to working with you on the conference.

See you soon!

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