



AcademyHealth

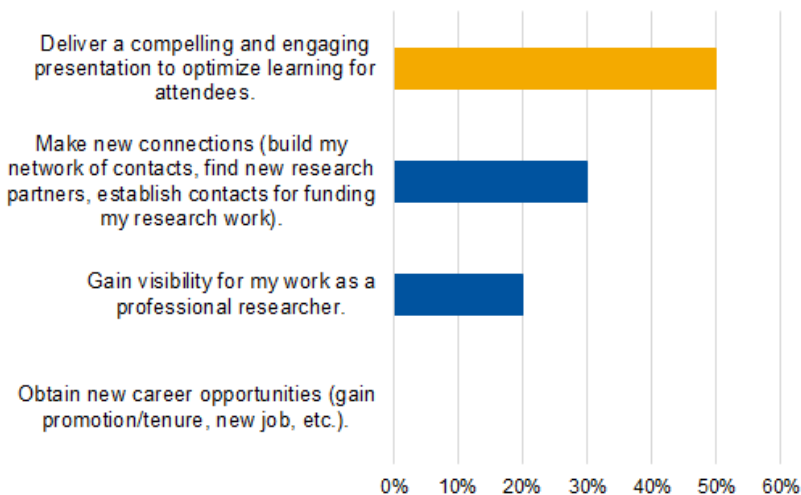
Best Practices for Presenting Virtually

Field in Focus Event

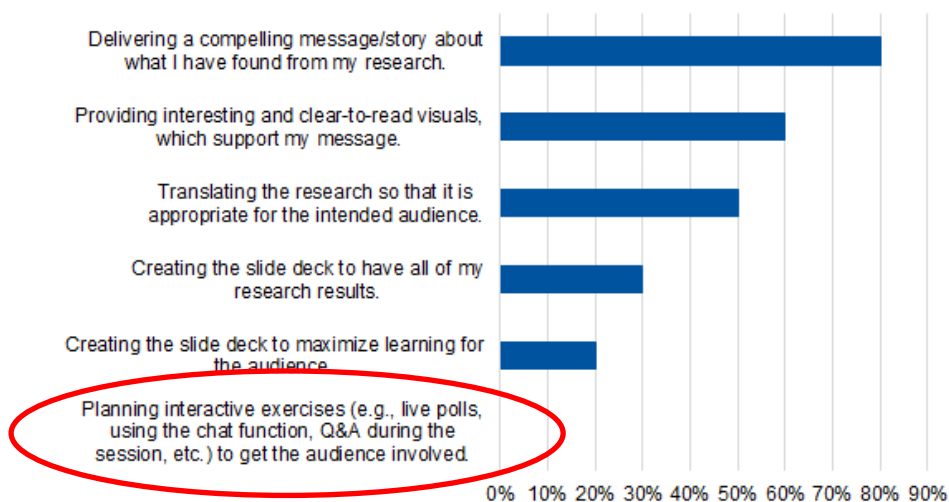
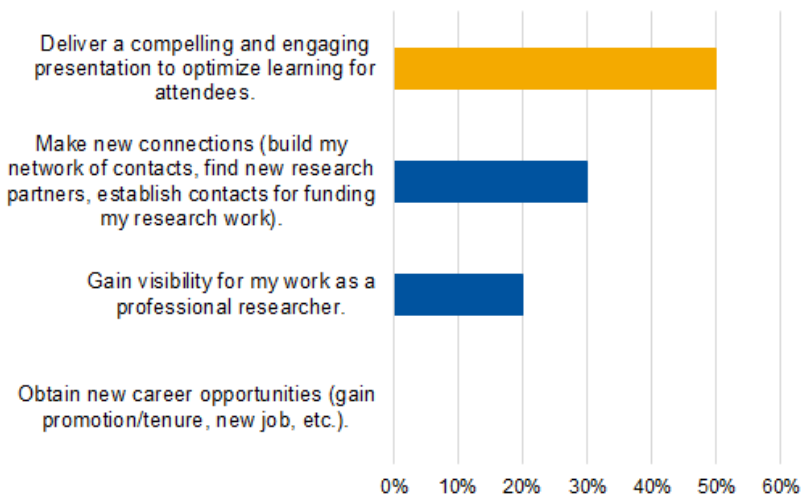
04/07/2021, 12:00 – 1:00 p.m. ET



The Goal is to Deliver Engaging Presentations

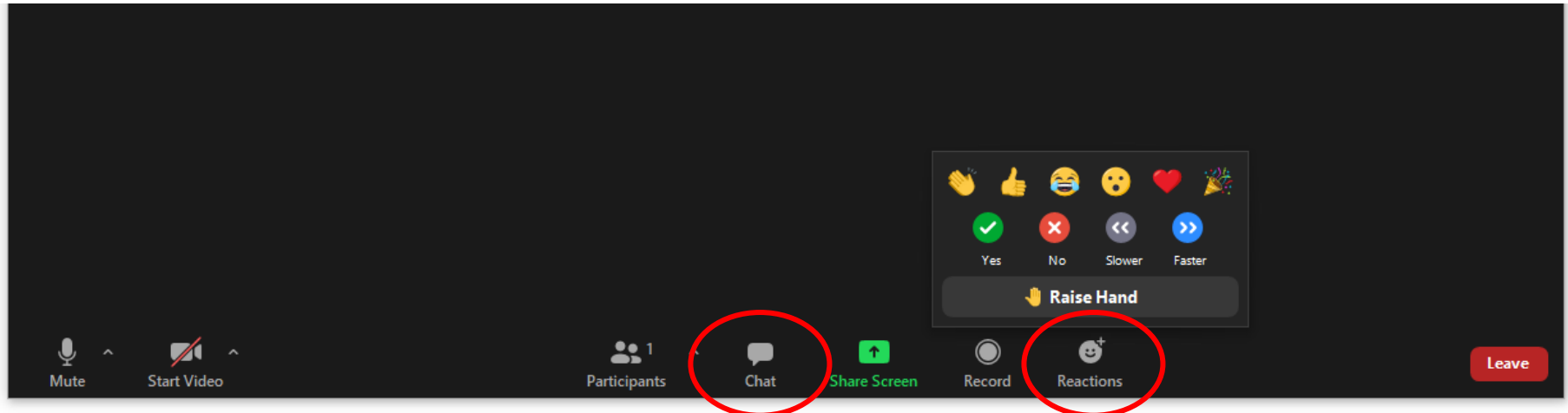


But Doing So Requires Planning



Zoom Features We'll Use Today

- Polling Questions
- Chat Box
- Raise Hand





Polling Question

- Which of the following have you done while attending a virtual presentation?

Today's Agenda



Compelling Content & Delivery



Interesting Use of Visuals



Opportunities for Interaction



Smooth Logistics & Tech





Content and Delivery

Tips for Keeping the Audience Engaged



Audience Characteristics Should Impact Content & Delivery

If Your Audience Is...	Your Content Should...	Your Delivery Should...
Novice	Stay high level	Be explanatory
Expert	Speak to specifics	Invite reaction & feedback
Large & heterogeneous	Stay high level	Be linear and clear
Busy	Be succinct	Last less than 45 minutes

Your Content is the Meal & Delivery is the Plate



Tell a Story & Limit Yourself to 3-4 Key Points

- 1 | Present an agenda & reinforce it
- 2 | Sprinkle in anecdotes & real-life examples
- 3 | Leverage a “what is” & “what could be” pattern



■ Setting your story up for success: from submission to presentation

- Consider the broader story of the panel
- Be thoughtful of perspective representation
- Balance scriptedness and genuine delivery
- Create a moderation guide





Polling Question

- How much of communication is non-verbal?



Use Verbal & Non-Verbal Cues to Grab Attention

- Verbal Cues
 - As you can see on this slide...
 - I'm going to ask for your thoughts via the chat box...
 - The bottom line here is...
- Non-Verbal Cues
 - Look into camera as much as possible
 - Smile to ensure an energetic tone
 - Subtle head movements to communicate listening

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Use of Visuals

Reinforce Your Message



AcademyHealth

Effective Slides Follow Three Rules



Simple & consistent design



One concept per slide



Limited amount of text



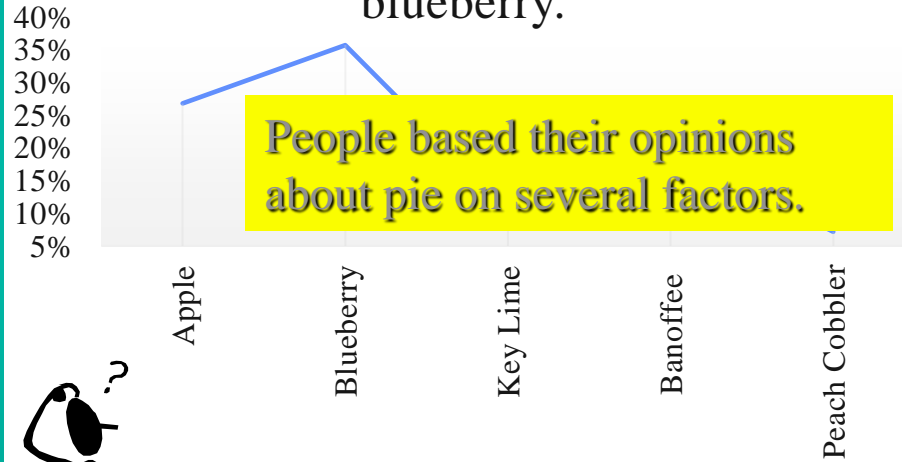
■ ■ When It Comes to Slides, Less is More

- Only include key points
- No more than 5-7 words per line
- Charts, graphs & text must be readable



Data

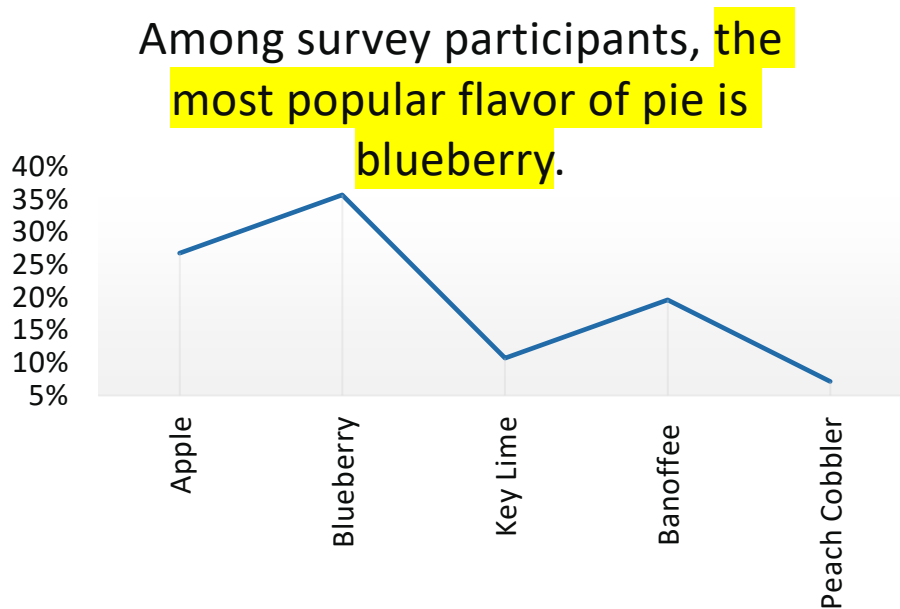
Among survey participants, the most popular flavor of pie is blueberry.



- ❑ Design of your slides should be simple and consistent throughout the presentation. Avoid clip art!
- ❑ Limit yourself to one concept per slide. If it's a simple one, you can move on quickly to the next slide.
- ❑ Slides should only highlight key points and are not meant to read like a script.

Make Your Visuals Easy for Your Audience

- Slide titles should be the main takeaway
- Determine the relationship you want to convey
- Text in labels should be horizontal
- Be strategic in chart presentation



■ Use Visuals with Caution & Accept the Limitations of the Platform

- Check the accepted format for slide decks
- You may need to “handmake” the animations
- Coordinate the panel presentation

13

This activity occurred in three parts.

August 12, 2020
Virtual listening
Session through Zoom

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This activity occurred in three parts.

August 12, 2020
Virtual listening
Session through Zoom

August 20-26, 2020
Idea generation
through the Codigital
platform

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15

This activity occurred in three parts.

August 12, 2020
Virtual listening
Session through Zoom

August 20-26, 2020
Idea generation
through the Codigital
platform

September 2-11, 2020
Prioritization of ideas
through the Codigital
platform

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Today's Agenda



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Planned Interaction

Creating Touchpoints to Gauge Audience Engagement



Polling Question

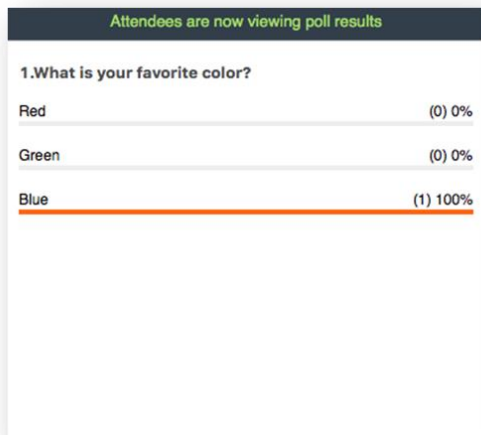
- Which of the following do you prefer when asked to engage during a virtual presentation?

Build in Moments of Interaction During Presentation

- Prioritize it and verbalize it
- Ask precise questions
- Don't fear silence
- Use what you get

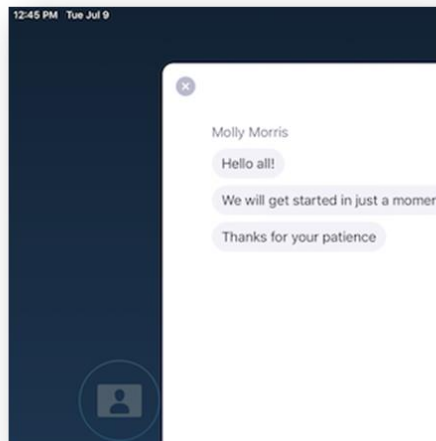


Different Platforms Offer Different Options



Polling Questions

Good for voting and data collection on attendees. Can be created and set up prior to the meeting, then shared live.



Chat Box

Excellent tool to encourage interaction between attendees as well as with presenter. Works best if you have help in monitoring it.

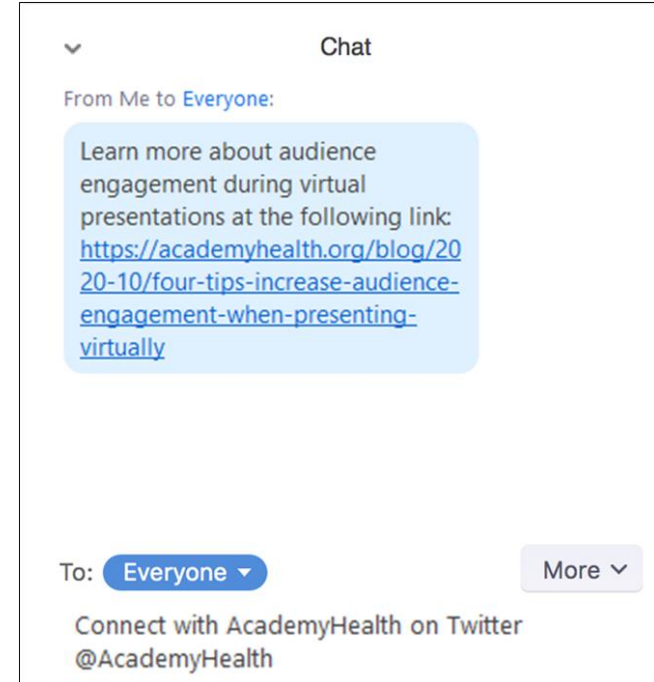


Verbal Interaction

Determine the best way to moderate. Call on people by name? Ask them to raise hands?

Virtual Options Exist Specifically for Audience Engagement

- Leverage the chat function
- Chat box is especially relevant for recorded sessions



Today's Agenda



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Opportunities for Interaction



Smooth Logistics & Tech





Logistics and Tech

Ensuring a Smoothly Run Virtual Presentation

■ Raise Your Hand if You've Experienced One of These

HI, WHO JUST JOINED?	CAN YOU EMAIL THAT TO EVERYONE?	IS _____ ON THE CALL?	UH, _____ YOU'RE STILL SHARING...	HEY, GUYS, I HAVE TO JUMP TO ANOTHER CALL
(SOUND OF SOMEONE TYPING, POSSIBLY WITH A HAMMER)	(LOUD, PAINFUL ECHO/ FEEDBACK)	(CHILD OR ANIMAL NOISES)	HI, CAN YOU HEAR ME?	NO, IT'S STILL LOADING.
NEXT SLIDE, PLEASE.	CAN EVERYONE GO ON MUTE?	I'M SORRY; I WAS ON MUTE	(FOR OVERTALKERS) SORRY, GO AHEAD	HELLO? HELLO?
SO (cuts out) I CAN (unintelligible) BY (cuts out) OK?	SORRY I'M LATE (INSERT LAME EXCUSE.)	I HAVE A HARD STOP AT...	I'M SORRY, YOU CUT OUT THERE.	CAN WE TAKE THIS OFFLINE?
I'LL HAVE TO GET BACK TO YOU.	CAN EVERYONE SEE MY SCREEN?	SORRY, I WAS HAVING CONNECTION ISSUES.	I THINK THERE'S A LAG.	SORRY, I DIDN'T CATCH THAT. CAN YOU REPEAT?

Create a Virtual Presentation Tech Checklist

- Secure your WiFi connection
- Know the platform
- Do a dry run
- Have a back up plan
- Spend one slide on housekeeping
- Set your space



What Not to Do



Set Your Shot Ahead of Time



**Camera,
Angle**



**Background,
Outfit**



**Audio,
Headphones**



Lighting

Develop a Run-of-Show, but Stay Flexible

- Divide the panel time accordingly

Time	Speaker	Key Points
12:00 – 12:08 p.m. ET (8 minutes)	Angélica Rodríguez	Welcome Briefly introduce AcademyHealth, topic, and speakers
12:08 – 12:18 p.m. ET (10 minutes)	Lauren Adams	Introduce self Brief overview of section
12:18 – 12:28 p.m. ET (10 minutes)	Angel Han	Introduce self Brief overview of section
12:28 – 12:43 p.m. ET (15 minutes)	Angélica Rodríguez	Thank the panelists Outline a few themes for moderated discussion
12:43 – 12:58 p.m. ET (15 minutes)	Live Q&A	
12:58 – 1:00 p.m. ET (2 minutes)	Angélica Rodríguez	Thank panelists Concluding remarks

Develop a Run-of-Show, but Stay Flexible

- Divide the panel time accordingly
- Script your remarks

Time	Speaker	Key Points
12:00 – 12:08 p.m. ET (8 minutes)	Angélica Rodríguez	<p>Welcome</p> <p>Briefly introduce AcademyHealth, topic, and speakers</p> <ul style="list-style-type: none">• Thank you for joining us on today's members only session on Best Practices for Presenting Virtually. We are working to host several engaging learning opportunities for you this year to bring you more value for your membership. Today's session will be led by AcademyHealth team members Lauren Adam and Angel Han.• For more information on the increasing audience engagement when presenting virtually, please read Lauren's blog post on the AcademyHealth blog.

Develop a Run-of-Show, but Stay Flexible

- Divide the panel time accordingly
- Script your remarks
- Add reminders to engage with the camera

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Develop a Run-of-Show, but Stay Flexible

- Divide the panel time accordingly
- Script your remarks
- Add reminders to engage with the camera
- Add cues to drop links in the chat

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Agree on Methods for Intra-Panel Communication

- Leverage private chat function for panelists only
- Have a back-up mode of communication

Angel Han

Lauren, your audio is not working.

Angélica Rodriguez

Lauren, one minute left.
Please wrap up.

Lauren, you have a question
in the chat on using memes
in presentations.

Angel, one minute left.
Please wrap up.



Dissemination

Promoting your panel Twitter



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Let the World Know About Your Panel

- Use the conference hashtag (#ARM21, #AMIA2021)
- Tag your respective organization or team
- Use other relevant hashtags



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@AcademyHealth

...

Attend #AMIA2020 and learn about @HHS_ASPE's portfolio on building data capacity for #PCOR. Hear from experts developing solutions that enhance EHR capacity to support data collection from multiple care settings. Happening 11/18:
<https://www.amia.org/amia2020/registration>

Harnessing the Potential of Electronic Health Records for Patient-Centered Outcome Research



Aldren Gonzales, M.S.
(moderator)



Jenna Norton, M.P.H.
(panelist)



Alyson Goodman,
M.D., M.P.H.
(panelist)



Maria Michaels, M.B.A.
(panelist)



Andrew Taylor, M.D.,
M.H.S.
(panelist)



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12:15 PM · Nov 16, 2020 · Hootsuite Inc.

1 Retweet



Let the World Know About Your Panel

- Use the conference hashtag (#ARM21, #AMIA2021)
- Tag your respective organization or team
- Use other relevant hashtags
- Link to the event
- Leverage pictures
- Retweet





Questions



Tell Us What You Think: Poll

- Will you be able to use the information provided to you during today's session?



Tell Us What You Think: Chat

- Based on today's session, let us know if there's anything you'll plan to do differently in your next virtual presentation?

Funder Coffee & Chat with Arnold Ventures

May 13, 2021

1:30-2:00 pm ET

- Learn the research priorities of Arnold Ventures.
- What's on the horizon?
- What projects are they funding?