

Revised 2009

On behalf of the Annual Meeting Program Committee, we wish to thank you for your efforts in the preparation and presentation of a course at the Annual Meeting. Your commitment to the on-going educational mission of the American Academy of Ophthalmology is greatly appreciated. Should you have any questions about your course, please contact the Course Coordinator at the Academy.

General Considerations

Well-structured talks anticipate, then answer questions in the minds of the audience and thus maintain continuous interest.

As a general rule attendees can listen effectively to an uninterrupted lecture for approximately 20 minutes.

Your Role as an Instructor

Your presentation as well as those of your associate instructors should be timely, relevant, and meet the objectives of your course as outlined in your abstract. Your material should be organized in a logical and interesting manner. Since your audience will be diverse, depending on the course content, remember to stay focused on the group (basic, intermediate, or advanced) you chose to target with your material.

Remember to state your objectives at the beginning of your presentation, and describe how those objectives will be achieved during your course. Separate complex ideas into smaller ones, focusing on one idea at a time. Rehearse and time your presentation to fit within the time allotted. Plan to encourage audience participation, talking with course attendees, not to them. As instruction courses are presented informally, it is best if you give your presentation in an extemporaneous style.

Changes for 2009 Instruction Courses

In our effort to continue improving the attendee experience, the Annual Meeting Program Committee is requesting that all instruction courses should include time during the course for Q&A. As part of this request, we recommend that associate instructors be scheduled so that they can participate in the Q&A portion. We understand that this isn't always possible, and appreciate you making every attempt to allow for this type of interactivity in your course.

The AMPC has also created a new designation for instruction courses that are case-based. Case-based courses are those that include interactive discussions with a panel.

Pre-Meeting Preparation

Although it is not required, the Annual Meeting Program Committee strongly recommends that you prepare a handout for distribution to your course attendees. In most cases, the course evaluations will reflect the effective use of handouts – often negatively if no handout is provided or available.

Course Handout Preparation Guidelines

- The handout should be consistent with the selected abstract and should present a moderate amount of detail about the main points of the course.
- The audience usually follows the handout during the lecture, so organize the handout to follow the flow of the course. If you are preparing a PowerPoint presentation, we recommend that you include copies of your slides in your handout.
- Page count is limited to 20 single-sided pages per course hour (i.e. 20 pages for a one-hour course, 40 pages for a two-hour course, etc.). If you exceed the page limit, you will be responsible for copying and shipping your handout.
- Handouts copied by the Academy will be in black and white format; no color copies will be made.
- Supply an interior cover page with the handout, including course title, course number, and a list of all instructors. Do not list any affiliations or use letterhead. The Academy will design an exterior cover page listing the course title, course number, senior instructor, and room location.
- Type all text, including page numbers.
- The handout should act as a reference after the Annual Meeting, so include material attendees cannot readily obtain elsewhere.
- If including copyrighted articles with handouts, it is required that you obtain copyright permission. On the first page of the article, indicate that the article has been reprinted with permission from the holder of the copyright (i.e. Reprinted with permission from *Ophthalmology*).
- If including any copyrighted diagrams or illustrations, it is also required that you obtain permission. Clearly label the diagrams or illustrations, and include a legend or explanation.
- All references should appear at the conclusion of major sections, or at the conclusion of the entire handout.
- Please send your handout as an email attachment to mrhea@ao.org (limit 3 MB per attachment) by **August 26, 2009**. Name the attachment with the course number and the first four letters of your last name (i.e., for Dr. Smith – 101Smit.doc). You may submit your PowerPoint file, if your handout consists of your slide presentation. We will print six slides per page unless otherwise noted. If your handout exceeds 3 MB, please contact Michael Rhea, Course Coordinator, at mrhea@ao.org. You may also mail a master copy of your handout to Michael Rhea, Meetings and Exhibits Division, American Academy of Ophthalmology, 655 Beach St, San Francisco, CA 94109-1336.

Preparation of Visual Materials

Collect any visual materials that will help illustrate the points you wish to cover. This material may include computer-generated slides or embedded videos. Visuals should be of excellent quality.

Permission

Please ensure that you and your associate instructors have permission to use any images you intend to present as part of the course. This includes a license for copyrighted materials and release forms from any patients who are recognizable in video or as part of a computer-generated presentation.

Computer-Generated Presentations

Hardware and software

- In an effort to minimize technical difficulties and control costs, the Academy will provide a desktop PC computer in each course room. The presentation computer will be capable of accepting presentations brought on CD-ROM or any USB storage device. The presentation computer will run on Microsoft XP and Office 2007.
- You may bring your own laptop and make multiple connections to the LCD projector, but it is preferable that you download and run presentations from the presentation computer.
- The Academy will not provide Macintosh computers, but you may bring a Macintosh laptop, or have your presentation converted into PC format at the Speaker Ready Room.

General PowerPoint Slide Design Tips

The graphics you project on the screen should help clarify ideas, emphasize key points, show relationships, and provide the visual information your audience needs to understand your message.

- Keep visuals CLEAR and SIMPLE. Abbreviate your message.
- Simple graphs, charts and diagrams are much more meaningful to an audience than complex, cluttered ones.
- Avoid the overuse of too many colors, patterns and graphics in one frame.
- Avoid intensely bright or saturated colors that compete with the text.
- Contrasting colors work best. A good rule of thumb: use a dark background color with lighter color for text and graphics.
- Highlight your main point or heading with a dominant color (example: yellow heading, white body copy).
- Keep color scheme consistent throughout your presentation. Changing colors and type styles can be confusing and distract from your message.

- Use a minimum of words for text and title frames. Five to eight lines per frame and five to seven words per line are the maximum – less is better.
- Upper and lower case lettering is more legible than all capital letters.
- Vary the lettering size to emphasize headings and subheadings, but avoid using more than three font sizes per frame.
- Sans serif type projects better and is easier to read. (Example: Arial.)
- Try to maintain the same or similar type size from frame to frame, even if some frames have less copy.
- Try to keep all type horizontal to the page, even with charts.

Some general options to consider:

Cool Colors: The most effective background colors include blue, turquoise, purple, magenta, etc. These colors appear to recede or draw away from the eye, allowing the text to appear more readable. In one study, it was found that blue was the most effective background color for projection.

Graduated Backgrounds: A background that transitions smoothly from lighter to darker shades of the same hue can also be an effective background. Some software packages will even allow the gradation from one color to another.

Textured Backgrounds: In some cases, a textured background can be combined to create an interesting image, but remember that you want the background to be just that—a background. It shouldn't call attention to itself or cause clutter or confusion. It should enhance the foreground data.

Photographic Materials: In addition to the use of graphics, photographs can provide an excellent means for communication. Combined with simple, straightforward graphics, illustrations, cartoons and artwork, photos bring another dimension to your presentation.

In Summary:

- Plan a template
- Use colors consistently
- Use light colored fonts on a dark colored background
- Use fewer colors rather than more—no more than six

When preparing computer-generated slides, please keep in mind that *financial interest should be disclosed on the first slide*. This is required of each presenter even if s/he has no financial interest.

Videos

- Course rooms will not be equipped with video players. Videos may be presented on CD-ROM/DVD or embedded within your PowerPoint presentation.
- Please refer to the A/V Guidelines for more information on acceptable video formats.

Onsite Preparation

- If you are bringing your presentation on CD-ROM or USB storage device to use on the Academy provided PC, we strongly recommend that you visit the Speaker Ready Room to ensure your presentation will work properly. This is especially critical if you have an embedded video within your presentation.
- The Speaker Ready Room is also available for you to practice your presentation. Rehearse your presentation several times so you will be familiar with your slide sequence and timing. ***You are responsible for taking any disks to your assigned instruction course room.***

Instruction Course Room

The standard meeting room set-up consists of the following:

- Theater style seating set to capacity
- Standing lectern with reading light
- Lectern microphone
- Head table for 4 persons
- 1 head table microphone

NOTE: Several rooms in Moscone West have been set in crescents (roundtables set with 8 chairs) to encourage audience interaction and participation. You will be notified if your room is set theater schoolroom or crescent-style.

The standard audiovisual equipment set-up consists of the following:

- Single horizontal format projection screen
- Single LCD projector on projector stand
- Presentation Desktop PC with local monitor/ keyboard and mouse with capability of accepting media on CD-ROM or USB storage device
- VGA switch box located on the head table with capability to connect up to 4 computer sources to the LCD projector
- Audio mixer to adjust volume of microphones and computer audio to the room sound system
- One laser pointer

If you are uncomfortable operating the audio visual equipment during your presentation, you may order a technician to assist you and your associate instructors for a fee. Please refer to the A/V Guidelines for ordering information.

Presentation Delivery

- The senior instructor is responsible for introductions, coordination of the presentations, and timing of the breaks for the course.
- Speak directly into the microphone, so attendees can hear all your comments.

Pointer Use

- The laser pointer should aid the presentation, not be a distraction. When not in use make sure you are not activating the laser, accidentally shining it into the audience, or away from the screens. Any nervousness will be amplified by the pointer's spot on the screen. If you use the pointer, cradle it with your other forearm, or steady it on the edge of the podium to prevent shaking.

Conclusion of the Course

- Remind all attendees to complete the distributed evaluation forms and return them to the room monitors.
- To ensure the quality of the Academy's Instruction Course program, courses are periodically monitored by independent reviewers. If your course has been monitored, you will receive a copy of the course monitor evaluation along with the completed evaluation forms after the Annual Meeting.
- When the course is finished, take all disks with you after your presentation. Neither the Academy nor its representatives are responsible for materials left in course rooms.

Academy Policies

Speakers at Academy courses or functions should not make any remarks that could be interpreted as being prejudicial against a group or an individual on the basis of race, color, sex, sexual orientation, age, religion, national origin, ancestry, marital status, physical handicap or medical condition.

No product specific promotional material or event may appear or occur in educational space or material or during an educational activity.

Financial Interest/First Slide Policy

All presenters are required to disclose any and all financial relationships from the past 12 months on the first slide of their presentation. At the podium, presenters are **required** to verbally state at the start of their talk any disclosures relevant to the presentation or state there are none.

Presenters with no financial disclosures should show a slide that states they have no financial interest. Academy staff will be monitoring compliance with the First Slide policy. Templates will be available on the Academy's website at Presenter Central.

The Academy's Board of Trustees has determined that financial interest should not restrict expert scientific, clinical, or non-clinical presentation or publication, provided that appropriate disclosure of such interest is made. Similarly, it should not restrict participation in AAO leadership or governance, so long as appropriate disclosure is made. As an ACCME accredited provider of CME, the Academy seeks to ensure balance, independence, objectivity, and scientific rigor in all individual or jointly sponsored CME activities.

All contributors to Academy educational activities must disclose significant financial relationships (defined below) to the Academy annually. The ACCME requires the Academy to disclose the following to participants prior to the activity:

- Any known financial relationships a meeting presenter, author, contributor or reviewer has reported with any manufacturers of commercial products or providers of commercial ophthalmic services within the past 12 months.
- Meeting presenters, authors, contributors or reviewers who report they have no known financial relationships to disclose.

The Academy will request disclosure information from meeting presenters, authors, contributors or reviewers, committee members, Board of Trustees, and others involved in Academy leadership activities ("Contributors") annually. Disclosure information will be kept on file and used during the calendar year in which it was collected for all Academy activities. Updates to the disclosure information file should be made whenever there is a change. At the time of submission of a Journal article or materials for an educational activity or nomination to a leadership position, each Contributor should specifically review his/her statement on file and notify the Academy of any changes to his/her financial disclosures. These requirements apply to relationships that are in place at the time of or were in place 12 months preceding the presentation, publication submission, or nomination to a leadership position.

For purposes of this disclosure, financial interest is defined as any financial gain or expectancy of financial gain brought to the Contributor or the Contributor's family, business partners, or employer by:

- Direct or indirect commission;
- Ownership of stock in the producing company;
- Stock options and/or warrants in the producing company, even if they have not been exercised or they are not currently exercisable;
- Financial support or funding to the investigator, including research support from government agencies (e.g., NIH), device manufacturers, and/or pharmaceutical companies; or
- Involvement with any for-profit corporation that is likely to become involved in activities directly impacting the Academy where the Contributor or the Contributor's family is a director or recipient of a grant from said entity, including consultation fees, honoraria, and funded travel.

The term “Family” as used above shall mean a spouse, domestic partner, parent, child or spouse of a child, or a brother, sister, or spouse of a brother or sister, of the Contributor.

Financial interest will be indicated in the Online and Final Programs.

Even with disclosure, presentations and handouts must not be for the promotion of a commercial product.

Responsibilities and Penalties

A program participant who (1) fails to appear for the assigned presentation; and/or (2) fails to disclose financial interest prior to and at the time of the presentation will be prohibited from participating in the scientific program for two years. The program participant will be notified of this disciplinary action and will have future submissions for presentations rejected until the penalty has been served.

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