

**TEAM
PHYSIATRY
2020**

VIRTUAL **aapm&r**
ANNUAL ASSEMBLY
NOVEMBER 8-15, 2020

Sponsored Session Engagement Tips & Tricks



visualized by [kithenstudio.com](https://www.kithenstudio.com)

AGENDA

This meeting will focus on the following key topics:

OVERVIEW OF MATERIALS

TECHNICAL CHECKS

Confirm strong connection to the platform (you should be using a hard-wired internet connection)

Confirm video and audio connection

Confirm environment setup and presentation space (lighting and environment)

Recording / on-demand process if applicable...

CONSOLE TOUR

Review console layout

Review presentation requirements (slides, Q&A, interactivity w/ audience, internal chat)

PRESENTER BEST PRACTICES

Presenter best practices (webcam location / eye contact, sitting / standing, energy)

LIVE OR SIMULIVE

LIVE

- most effective type of webinar, as they drive up to **40% more B2B leads** and **47% more engagement than any other type of online event**.
- Attendees are also more likely to view your webinar in its entirety, as they have taken time out of their day to tune in live.
- In instances where you would like to facilitate live two-way communication with the audience
- For presenters looking to host live Q&A with attendees
- When gathering live data and insights on user engagement and behavior

SIMULIVE

- Simulive webinars are on-demand webinars with live interactions
- They offer the audience all of the benefits of a live webinar, while providing the presenter with ease of mind knowing they don't have to present the webinar live.
- If you're looking for the ease and flexibility of a pre-recorded webinar, but want to host a live Q&A with attendees
- When delivering a professional training session as part of Continued Professional Development (CPD)
- For those would would like to focus their undivided attention on live chat with attendees, rather than just presenting
- If you'd like to recycle your content to extend its life span for a higher return on investment

USE THIS DECK AS A TEMPLATE

Animations & Transitions:

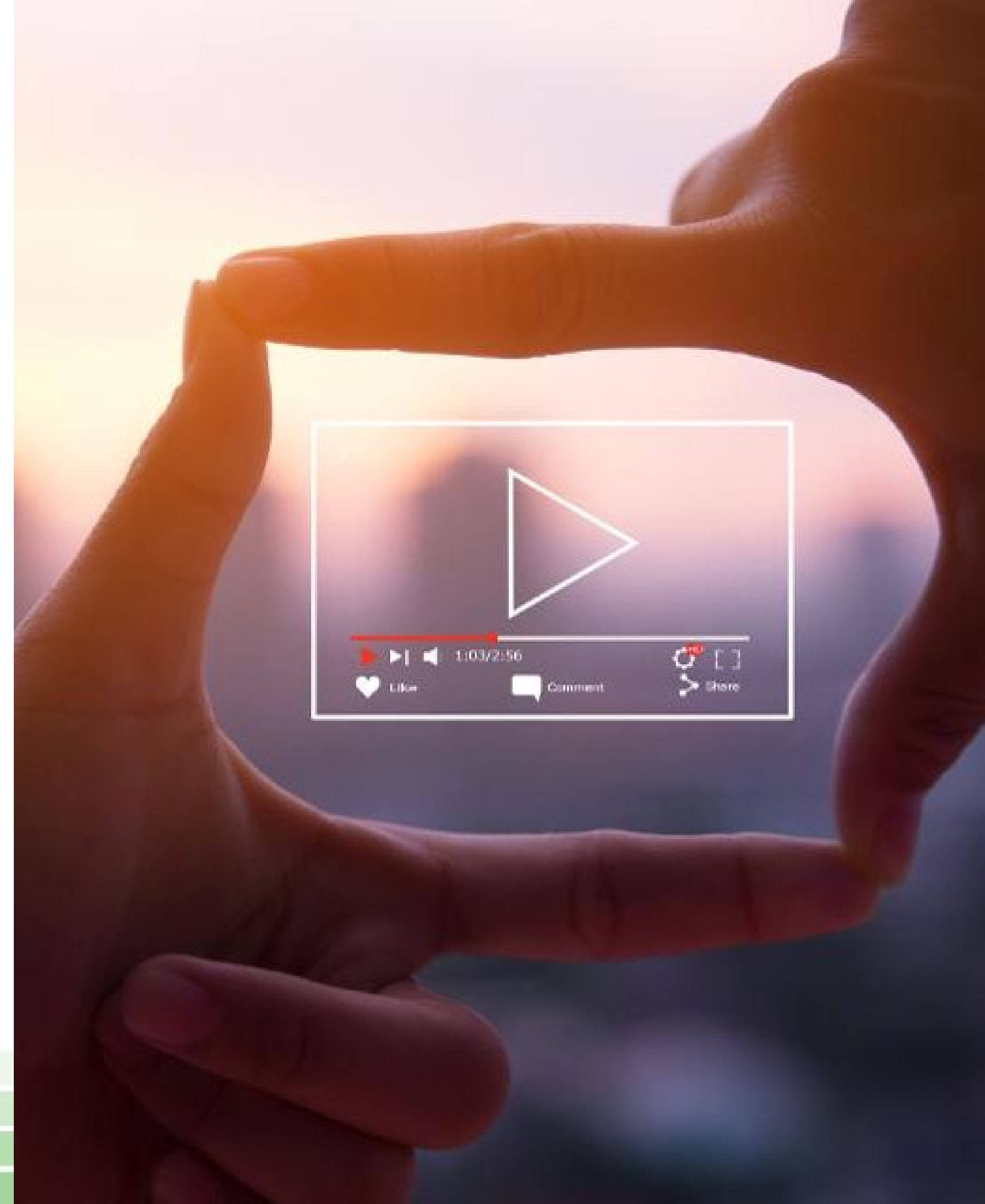
- Please deliver the final .pptx file to AAPM&R. We cannot accept .pdf files.
- Please keep animations and motion graphics to a minimum. Transitions and animations are often not read well by the broadcast platform. Any deck that contains animations or transitions will need to be thoroughly tested by the beedance team.
- If you require significant animations within your presentation, there is an option to screenshare. Our preference is to have the deck uploaded directly to the platform, but it is an option in the use case of a live demo.



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VIDEOS

If you have videos to include in your PowerPoint, great! Please send those videos to AAPMR as .mp4 files - .mov files are not accepted by the platform.



WHAT DO YOU NEED?

- ✓ A laptop / computer
- ✓ A webcam
- ✓ A USB headset (or good internal computer microphone + quiet room)
- ✓ Your login link
- ✓ Google Chrome or Firefox
- ✓ Light (natural light from in front of the presenter is preferable)
- ✓ A hard-wired internet connection

PLATFORM PREVIEW

Click on the link provided in your Outlook Invite or copy / paste the link into either Firefox or Chrome.

It will look **similar** to this: <https://onlinexperiences.com/Launch/Studio/ESH=C4605CA1-E688-488F-A95F-E7000000>

Once you have accessed the live event, you will see a console that looks like this:

The screenshot displays the onlinexperiences.com live event interface. A browser notification from onlinexperiences.com is visible in the top left, asking for microphone and camera access, with 'Allow' and 'Block' buttons. The main interface features a dark background with a hexagonal pattern. At the top, the 'one smooth stone' logo (a PR event and communication agency) and the 'beedance' logo are displayed. Below the logos, there are two main panels: a 'chat' panel on the left and a 'video' panel on the right. The chat panel shows a list of messages from participants, including Ed Pivik, Helga Neumer, Steve Boyce, Alaina Tobar, Angela Hafford, Nichola Taylor, Luis Gandia, and Anne DeMaret. The video panel shows a man in a suit and glasses speaking. At the bottom of the interface, there is a 'PRESENTATION TIMELINE' section with a series of icons representing different parts of the event, including 'NEXT', 'BUSINESS QUARTERS', 'POLLING', and 'POLLING RESULTS'. The timeline is currently on slide 1. On the right side of the interface, there is a 'ON DEMAND' section with a play button and a timer showing 00:00:00. The bottom right corner of the interface features the 'APM&R ANNUAL ASSEMBLY NOVEMBER 8-15, 2020' logo.

onlinexperiences.com wants to

- Use your microphone
- Use your camera

Allow Block

one smooth stone
a PR event and communication agency

beedance

chat q&a speakers resources

Ed Pivik: Well done!

Helga Neumer: thanks

Steve Boyce: Thank you everyone for joining us today!

Alaina Tobar: Great work, OSS and beedance teams!!

Angela Hafford: @Steve - the moderator with the most-est! Thank you!

Nichola Taylor: great job, presenters, and to the production peeps behind the scenes, too!

Luis Gandia: Hi! This is Luis - Orlando, FL

Anne DeMaret: Anne DeMaret, participating today from Houston, TX

video

ON DEMAND

00:00:00

SOURCES STAFF CHAT

Make sure that you click **ALLOW** on the popup onlinexperiences.com to use your microphone and camera

powered by Intrado

PRESENTATION TIMELINE SLIDE NOTES

1 NEXT

2 BUSINESS QUARTERS

3 POLLING

4 08

5 08 55

6 08 55 66

7 POLLING RESULTS

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Advance your slides by clicking on the previous / next buttons:

The screenshot displays a virtual event interface. At the top, the logos for "one smooth stone" (a PRA event and communication agency) and "beedance" are visible. The main content area is divided into two sections: a "chat" window on the left and a "video" window on the right. The chat window shows a list of messages from participants, including Ed Pivik, Helga Neumer, Steve Boyce, Alaina Tobar, Angela Hofford, Nichola Taylor, Luis Gandia, and Anne DeMaret. The video window shows a man with glasses speaking. Below the chat and video windows is a row of seven circular icons representing different functions: a refresh icon, a screen icon, a chat icon, a question mark icon, a person icon, a speech bubble icon, and a presentation icon. At the bottom of the interface is a "PRESENTATION TIMELINE" section with seven slides. Slide 1 is the current slide, titled "NEXT". Slide 2 is titled "BUSINESS OBJECTIVES" and features a circular diagram with three segments labeled 01, 02, and 03. Slide 3 is titled "POLLING" and features a bar chart. Slide 4 is titled "08" and features a clock icon. Slide 5 is titled "08" and "55" and features a clock icon. Slide 6 is titled "08" and "55" and features a clock icon. Slide 7 is titled "POLLING RESULTS" and features a bar chart. On the right side of the interface, there is a sidebar with a "ON DEMAND" button, a timer showing "00:00:00", and tabs for "SOURCES", "STAFF", and "CHAT". A yellow box highlights the "NEXT" button in the presentation timeline.

one smooth stone
a PRA event and communication agency

beedance

chat q&a speakers resources

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video

powered by Intrad

PRESENTATION TIMELINE SLIDE NOTES

1 NEXT

2 BUSINESS OBJECTIVES

3 POLLING

4 08

5 08 55

6 08 55 66

7 POLLING RESULTS

ON DEMAND

00:00:00

SOURCES STAFF CHAT

PREV NEXT

Q&A will come in here

1

one smooth stone

event and communication agency

beedance

chat q&a speakers resources

All

Priority: High

1 / 5

Search...

Updates: ||

#22 | Answers: 0 | IGNORE

Lisa DeGolyer: what special lighting and/or cameras are being used for what appears to be very high def?!


HIGH MED... LOW (None)

#9 | Answers: 0 | IGNORE

Enter question here...

QUEUE

vi leo



ON DEMAND

00:00:00

SOURCES STAFF CHAT

powered by Intrado

PRESENTATION TIMELINE

SLIDE NOTES

1 NEXT

2

3

4

5

6

7

01 BUSINESS OBJECTIVES

02 COMMUNITY ENGAGEMENT

03 COMMUNICATIONS

POLLING

08

08 55

08 55 66

POLLING RESULTS

PREV

NEXT

Chat with your team here

The screenshot displays a virtual event interface with a dark grey background featuring a large, faint hexagonal pattern. At the top left, the "one smooth stone" logo is visible, with the tagline "a PRA event and communication agency". To the right, the "beedance" logo is displayed. A yellow-bordered chat window is open on the left, showing a list of messages from participants like Ed Pivik, Helga Neumer, Steve Boyce, Alaina Tobar, Angela Hofford, Nichola Taylor, Luis Gandia, and Anne DeMaret. A video feed on the right shows a man with glasses speaking. At the bottom, a presentation timeline is visible, showing slides 1 through 7. Slide 1 is titled "NEXT" and shows four speaker portraits. Slide 2 is titled "BUSINESS OBJECTIVES" and shows a circular diagram. Slide 3 is titled "POLLING" and shows a bar chart. Slide 4 is titled "08" and shows a clock icon. Slide 5 is titled "08 55" and shows a clock icon. Slide 6 is titled "08 55 66" and shows a clock icon. Slide 7 is titled "POLLING RESULTS" and shows a bar chart. A yellow box highlights the "CHAT" tab in the top right corner of the interface.

one smooth stone
a PRA event and communication agency

beedance

chat q&a speakers resources

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video

ON DEMAND

SOURCES STAFF CHAT

powered by Intrado

PRESENTATION TIMELINE SLIDE NOTES

1 NEXT

2

3

4

5

6

7

POLLING RESULTS

PRESENTATION TIPS

top tips for effective to-camera presentations

BE BRIEF

Given a presentation of moderately interesting content, your audience's attention will *“plummet to near zero”* after **9 minutes and 59 seconds**.

-- John Medina

Biologist, University of Washington School of Medicine

ENGAGEMENT BOOSTERS

add every 10 mins.



Videos/Animations



Different Voices



Demos



Audience Polls



Audience
Involvement



Activities



BE EARLY

give yourself & others time

BE SIMPLE

less is more.



BE A TV PERSONALITY

- ✓ Look directly at the camera, not the screen
- ✓ Use a Photo to remind you to look at your camera
- ✓ Neutral clothing with no plaid or stripes
- ✓ Light yourself well
- ✓ Have a good microphone & camera

ENGAGING DELIVERY

- ✓ **EYE CONTACT:** Look directly at the camera, not the screen
- ✓ **SPACER WORDS:** Be conscious of yours (ums, ahs...)
- ✓ **ENUNCIATION:** Focus on how words feel when you say them
- ✓ **PROJECTION:** Use “Theatre Mode”
- ✓ **TONE & EMPHASIS:** Don’t read
- ✓ **MOVEMENTS:** Be conscious and deliberate with hand gestures

BE STANDING

...or sitting tall



BE PREPARED
train. rehearse.

**TEAM
PHYSIATRY**
2020





BE SUPPORTED
have a team behind you

BE YOURSELF

TEAM PHYSIATRY 2020

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GOOD LUCK



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FAQ

Q: For Device Connection: I am in the webcast but cannot hear anything. What should I do?

A: Ensure you've allowed the connection via your device. You should see a camera icon on the right side of your address bar in your browser (where you type the website address.) Click the camera icon and "allow" the connection. **Be sure to CLOSE Skype, WebEx or any other application that requires the use of your device microphone.**

Q: Which browser or operating system should I be using?

A: [Please follow this link to see the most current browser and system requirements](#)

Q: Everything froze in the middle of the presentation!

A: Please refresh your browser. Press F5 on a PC or CMD-R on a MAC.

Q: I am continuing to have issues due to poor internet connectivity. What are my options?

A: Please send a message to your producer via the chat on the right side of your screen. “On the next slide” or “Next slide please” will cue your producer you need assistance turning the slides. If you are using your device to speak vs a dial in connection, it is imperative you are in a location with outstanding internet connection.

Q: Can I answer attendee questions during this webcast?

A: Absolutely! Simply click on the question, type your answer (ensure PRIVATE ANSWER is checked) and send!

Q: What if I continue to have other technical issues not addressed above?

A: Please use the chat on the right side of your window and your producer will assist.

Q: Are there specific guidelines I should follow when creating my PowerPoint?

A: Yes, great question! Please [follow this link](#) for best practices.