



## Guidelines for a Successful Professional Development Course (PDC) at AIHce EXP

The following guidelines were compiled by AIHA's Continuing Education Committee. They were derived from previous participant evaluation comments and are intended to assist you in presenting an effective PDC.

Members of AIHA's Communications and Training Methods Committee are available to assist any presenters who wish to improve their presentation skills. Contact AIHA Staff for more details.

### **Commercialism**

***Presentations or handouts that suggest commercialism are not acceptable.*** PDC presenters who appear to be selling, promoting, displaying, or advertising their own services, products, materials, books, tapes, or other commercial items are showing signs of commercialism. Use caution to ensure that examples do not resemble or sound like trade names (for example, consider using ABC Company). Do not use company logos in printed handout materials.

If you possess the content copyright, you may place your organization's name and a copyright notice only on the first and last page or slide of the handout or presentation. If you are using someone else's copyrighted content, you must include copyright permission information with your submitted presentation and/or handout.

### **e-Handouts and Learning Aids**

It is imperative to have all slides/electronic materials provided to AIHA by the required date (March 21<sup>st</sup>). Delays may prevent PDC participants from downloading/printing important materials prior to their arrival, possibly leading to significant disruptions and delays.

### **Successful PDC's utilize:**

- Visuals that support the presentation and emphasize important points
- Pictures and images have that have good contrast, as participants may choose to print handouts on their own
- Learning objectives and outcomes that relate to the audience's expectations
- Handouts should not be excessively long; they should include only materials that will be used during the PDC.
- Page counts should average out as follows:
  - Half-day PDC—35 double-sided pages or 70 single-sided pages
  - Full-day PDC—75 double-sided pages or 150 single-sided pages
  - Two-day PDC—150 double-sided pages or 300 single-sided pages
- Your handouts SHOULD:
  - Include ALL slides to be presented, arranged in the order in which they will be presented
  - Adhere to the commercialism guidelines listed above
  - Contain:
    - The PDC agenda
    - Presenters' names, contact information, and biographies
    - A table of contents and glossary of unfamiliar terms
- Advance reading and reference documents should be distributed separately
- Presenters must obtain permission for any copyrighted materials

### **PDC Printed Handouts**

If you chose NOT to provide your handouts electronically, you are responsible for printing appropriate quantities and for bearing all costs associated.

- Note that on-site reproduction capabilities are limited and often cannot meet short deadlines or desired

- levels of quality.
- Even if you choose to print your own materials, you **MUST**:
  - Provide the AIHA staff with a copy of the handout
  - Print two slides per page, number all pages, and include the PDC number in the footer
- Print materials on recycled paper, if possible.
- Avoid smudged and hard-to-read pages, and ensure materials are presentable.

## **Presentations**

### **Successful and well-received presentations are:**

- On target, with a focused message.
  - Presentations should be in-line with the PDC title and course description.
- Relevant, with IH-themed examples and application.
  - Attendees should be able to leave with practical skills to apply in their jobs.
- Clear and simple, effectively conveying ideas and providing new tools and skills.
- Even PDCs that are heavy in “theory” need to have practical application.
- Current, accurate, and objective
- Creative in offering solutions, processes, and new ideas
- Understandable, presenting clear and concise data
- Well-illustrated with commentary and visuals
- Participatory, with questions/participation being encouraged.
- Properly facilitated, with the speaker controlling the amount of questions, in order to keep the course on schedule.

### **Be Prepared:**

- Coordinate room set-ups and load-in/load-out requirements with AIHA Staff before AIHce EXP.
- Arrive a minimum of 30 minutes prior to the start of the PDC/session (*not just your individual presentation*).
- Familiarize yourself with any (audiovisual) AV equipment that will be used
- Your course monitor or the AV Technician should be able to help with any questions or concerns you may have related to the operation of equipment, lights, handouts, support materials.
- Review, or discuss, in advance, any proprietary, financial interests or other relationships with manufacturers of any commercial products, providers of commercial services, or any commercial supporters.
- *Multiple presenters*: Ensure there is good organization/seamlessness across speakers. Redundancy should be avoided.
- Rehearse, rehearse, rehearse!

### **Speaking Tips:**

- Avoid slang, jargon, highly specialized vocabulary, and abbreviations; define all acronyms, even if you think they’re well- known.
- Limit to no more than one slide per minute.
- Always face the audience, and speak in a clear, strong voice.
- Do NOT read your presentation word for word.
- For intermediate and advanced PDCs, be sure to limit any reviews of basic information to less than an hour.
- Repeat participant’s questions for all to hear, or for the session records, before answering.
- Aim to finish prior to your scheduled end time for review, wrap-up, and Q&A.
- Provide reference and resource information, including correct URLs.

### **PowerPoint Slides:**

- Use Microsoft PowerPoint and software templates
- Display all slides in the same direction; note that horizontal (landscape) slides fill the screen better than vertical slides (portrait)
- Begin with a title slide containing:
  - The name of the Presenter(s),
  - Presenter’s Company Name,
  - Presenter or Company’s e-mail address (it’s not commercialism if it’s done only once)
  - The session number
  - Any copyright information (copyright/ identification information may also be placed on the last slide of the presentation)
- Include an acknowledgments slide containing:
  - Co-authors not included in the title slide, if applicable
  - Colleagues or institutions that helped with research/study, if applicable
  - Sources of funding for the research/study, if applicable

- Number all slides
- Keep in mind the following points for text:
  - Use a common font such as Arial or Times New Roman
  - Fonts should be at least 24 points
  - Headings should be no less than 36 points
  - Avoid writing in all capitals and avoid copious underlining
  - Bold and italics should be used sparingly
  - Keep style and spacing consistent; note that slides should be simple and uncomplicated
  - Help ensure readability by avoiding slides with too much text, complicated tables, hard-to-read figures, etc...
  - Proof-read, spell-checked, and corrected for errors
- Color schemes
  - Keep them simple and remember some participants may be color-blind
  - Light colors (white and yellow) should be used for text on dark backgrounds
  - Dark color texts (black or blue) should be used on light backgrounds
- Inserting images
  - Avoid dated pictures or images and background graphics
  - Use digital images and graphics that project well on a monitor
  - Images should be sized to 800 x 600 pixels and saved as JPEG or TIF files
  - Label charts and graphs clearly. Include legends
- Embedding audio or video
  - If the presentation contains video or audio, be sure to embed them in your PPT.
  - Confirm that all needed files are in the SAME FOLDER as the presentation slides, just in case
  - Presenters using audio or video must see the AV technician in the Speaker Ready Room well in advance of their session.

### **Additional Instructions and Tips**

- Start with administrative announcements
- If you have PDC participants introduce themselves, be brief so instruction time is not lost
- Review and discuss:
  - The description and learning level
  - Outcomes at both the beginning and end of the PDC
  - Topics that will and will NOT be covered
  - The agenda, including break and lunch times
- Incorporate demonstrations, hands-on exercises, case studies, and relevant practical information as frequently as possible
- Small groups should consist of eight or fewer participants; be sure instructions are clearly understood before breaking into groups
- Note any addendums/late-breaking information, articles, tables, etc., will be shared post- PDC through the AIHce EXP mobile app where the participant handout was download.