



Annual Conference – October 28 & 29, 2015

Team-Based Primary Care:

The Foundation of a Sustainable Health System

Westin Harbour Castle, One Harbour Square, Toronto, Ontario

CONCURRENT SESSION PRESENTATION TIPS

Based on feedback received from past conference attendees, AFHTO has developed the following suggestions on how to deliver a truly engaging presentation at the AFHTO Annual Conference. Whether you're a first-time presenter or a conference veteran, it's always useful to consider what your potential audience has to say about what makes a successful presentation.

DO provide pearls: Attendees value concrete implementation tactics, advice on breaking barriers and actionable success stories. If your abstract gives the impression these will be the focus of the presentation, please maximize their use.

DON'T be vague: As a corollary to the point above, ground your presentation so that it better supports these pearls. Use a narrative that drives these points home. If your presentation operates at a more theoretical level, case studies can help make them more relatable.

DO interact with the audience: Attendees find sessions in which presenters interact with them more interesting (if this can be incorporated naturally). While we do recommend leaving time for a Q&A at the end, you can also encourage audience interaction by asking them to answer a relevant question with a show of hands. And it never hurts to smile!

DON'T ignore the audience's presence: Attendees want to feel that the presenter is speaking directly to them. Face them instead of the slides; speak instead of reading from a script; introduce guest speakers properly; and reference diagrams.

DO consider the audience's level of knowledge: If you're providing an update from a previous conference presentation or discussing a similar topic to another presentation at this year's conference, do build on previously provided or commonly known information. Emphasize the new and/or unique elements of your presentation. Also, consider your audience's background. They'll likely be primary care professionals or work in a related field. Any presentation should be tailored to fit such an audience. For example, there is likely no need to describe in depth "what is data?" while presenting in *theme 5 - Advancing manageable meaningful measurement*.

DON'T make assumptions: That being said, if, for example, your topic is somewhat esoteric or you're referencing an obscure article, do not assume their level of knowledge is the same as yours. A bit of background information is usually helpful. You can gauge this by simply asking, *e.g.*, "Are you all familiar with X?"

DO use the available technology: It's there to support you so take advantage by using the microphones provided, sending in your presentation on time so there's a backup copy and letting us know if you need extra AV support/equipment.

DO consider your time: Your session will last 45 or 90 minutes. Take this into consideration to ensure you won't need to rush through your slides or leave insufficient time for Q & A. Consider doing a run-through in the allotted time.