

## **RSNA Guidelines and Best Practices for Invited Speakers**

RSNA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. As a presenter, you have an essential role in helping to comply with the ACCME Standards for Integrity and Independence. The RSNA requires that the content of its accredited CME activities provide balance, independence, objectivity, and scientific rigor. Planning and development of the clinical content and format must be free of the influence or control of a commercial entity. They must promote improvements in healthcare and not specific business interests or any commercial interests (e.g., no commercial bias presented by an ACCME-defined ineligible company).

### **REQUIREMENTS FOR ACCREDITATION**

To comply with accreditation standards, your presentation must abide by the following:

1. The content must be generally recognized and accepted by the profession. Any clinical medicine recommendations must be based on evidence and meet generally accepted standards of experimental design, data collection, and analysis.
2. The presentation may not promote recommendations, treatments, or manners of practicing medicine that are not within the definition of continuing medical education, have risks or dangers that outweigh the benefits, or are ineffective in treating patients.
3. The presentation must be fair and balanced. Promotion of the products or services of any specific company will not be allowed. If a trade name is used, where available, trade names from several companies should be used, not just from a single company.
4. Corporate logos must be removed from the presentation. Academic institution logos are allowed.
5. Clearly disclose if recommending off-label use.
6. Only generic drug names should be used.
7. Adhere to HIPAA regulations by removing all patient identifiers and must have written permission for use of photographs

### **IN PREPARING YOUR PRESENTATION**

- Slides must be sized for widescreen (16:9).
- Plan no more than 1 slide per minute (excluding intro slides, slides that are strictly photographs and slides that can be covered quickly).
- Use large enough font (minimum of 24 pt.)
- Use images or diagrams instead of text whenever possible, to enhance learning. Infographics and high-quality images are best. Do NOT use clip art. (Ensure you have attained appropriate copyright permissions)
- Limit transitions and animations. Allow your words to keep the audience engaged.

- Define all abbreviations.
- Cite references for figures, charts or graphs obtained from literature or websites.
- Slides should be as simple and uncluttered as possible. Do not feel compelled to fill all white space. Make sure the text on the slide highlights the main point of the slide.
  - < 6 words per line
  - Single point per line
  - < 6 lines per slide
  - < 30 characters per slide
  - Tables: max 6 rows, 6 columns
  - Avoid busy graphics or tables
  - Limit colors to no more than 4 (Avoid red lettering to accommodate everyone)
  - Be consistent with fonts
  - Build ideas and transitions
  - Include summary/take-home points per concept
- **Learning Objectives:** Highlight the instructional content and/or expected learning outcomes of your presentation. Describe what the learner is expected to do differently, keeping in mind your identified practice gaps, needs and expected results.
- **Summary (Key Take-Aways):** Highlight what main ideas do you want them to remember from your presentation (These should be different from the learning objectives).
- **Resources:** At the end of your presentation, you should include helpful resources that attendees can implement at their institutions.
- **Intellectual Property Notice:** Your decision to include borrowed materials (text, images, graphs, charts, etc.) in your presentation may fall within 'fair use' for educational purposes. However, such materials should never be presented as if they are your own. You must ensure that sources of borrowed material are clearly labeled in your presentation, including full citations for any copyrighted material. It is also best practice to inform and/or seek the permission of the original creator of non-copyrighted content before using it in your lecture.
- **HIPAA:** Remember to remove all patient-identifying information from your slides. If your slides contain images or information about patients or other individuals, you are responsible for obtaining appropriate patient consent (including HIPAA authorization, if applicable) to include the material in your slides.

## **DAY OF YOUR PRESENTATION**

- **Speaker Ready Room:** Check in at one of the Speaker Ready Rooms at least 4 hours before your presentation to upload and/or review your presentation.  
North Building, Level 4, N426A; Lakeside Center East – Level 2, E257  
Hours of Operations: Saturday – 12pm – 5:30pm (North Building Only);  
Sunday-Wednesday – 7am-6pm and Thursday – 7am-3pm
- **Arrive at your meeting room at least 20 minutes** before the start of your session. Take time to familiarize yourself with the setup and equipment in your room. There will be an AV technician assigned to your room. Please introduce yourself prior to your lecture.
- **At the lectern is a laptop where you can follow your presentation.** To open your presentation, simply click your name from the list of presenters and then click the start button at the top to launch your PowerPoint. You will control/advance the slides during your presentation using a computer mouse. Left click advances the slides; right click goes back. At the end of your presentation, the display will return to the list of presenters in that session.
- **Start and stop your course on time.** Another session will follow your course, so the room must be vacated on schedule.
- **Speak directly into the microphone** in a normal voice, and do not handle the microphone while speaking. If you turn away from the microphone, the audience may not hear your voice. A microphone will be in each room for attendees to ask questions.
- **No recording devices of any kind will be permitted in the room**—including audio, video and still photography. An exception will be made for RSNA Daily Bulletin staff with advance notification. Members of the news media may use handheld audio recording devices but must be escorted by Newsroom staff to take video or photographs. Representatives of the press or others may not place microphones or tape-recording devices on the lectern, head table or speaker. Interviews are to be conducted outside of the meeting room. If a problem occurs, inform the room technician who will immediately inform the Program Office and any other appropriate individuals.
- **If questions run beyond the allotted session time,** please help clear the room by continuing any discussion in the outer hallway, since your session may be followed by another session. Remind attendees not to leave anything personal in the room, as housekeeping will refresh rooms during the breaks.

## **TIPS FOR A MEMORABLE PRESENTATION**

- **Be Engaging:** Include content that will grab your audience's attention early. Interesting facts or images, a knowledge check in or reflective question asked to the audience, or even a short video clip can work well to hold your audience's focus. Memorable moments within a presentation can help learners recall your talk above others.
- ***Be yourself:*** Use your hands, gesture, smile while talking and demonstrate enthusiasm and respect. Be your most engaging self. Work to connect with the audience to whom you're speaking – whether it's one person or a room of 100 or more. Be sure to Avoid any off-the-cuff commentary that others could interpret as critical to any individual or group, as well as any personal opinions that could reflect poorly.
- **Be Organized and Concise:** When developing your slides, make sure your presentation has a clear and logical flow to it, from introduction to conclusion. Establish your key points and clearly define their importance and impact concisely, digestibly. Create slides to highlight major points. Do not duplicate what you will speak to.
- **Make Content Inclusive:** When developing content select case studies that are reflective of the diverse patient population. Choose case studies that include different geographic locations, gender, race, institutions, etc.