PSX 2025
Speaker Webinar

Onsite Logistics, Presentation Best Practices, copyrights and Uploading Slides

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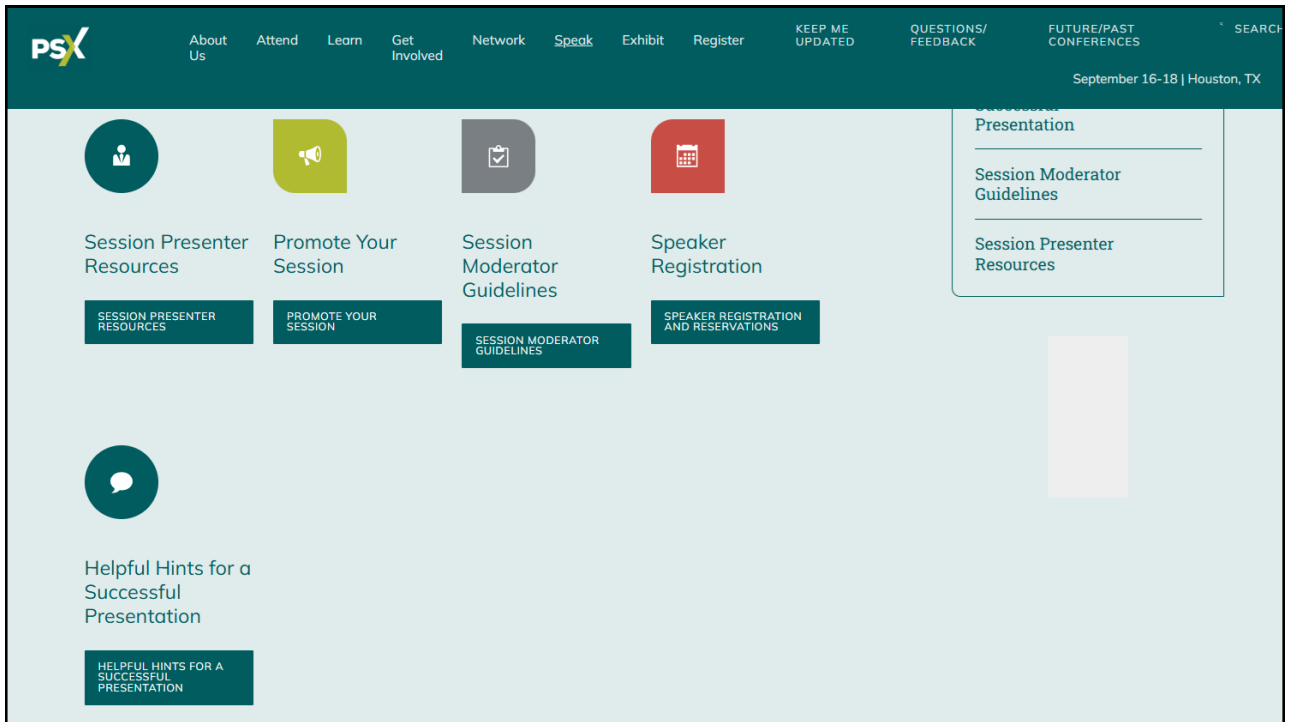
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PSX Speaker Webinar Series

- Series of webinars corresponding with various deadlines leading up to the PSX conference
- Assist speakers in navigating resources, websites, understanding expectations and deadlines
- Improve presentation skills and conference evaluations
- For more information and to view the recordings, visit www.psx.org and click "Speak"

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PSX Speaker Webinar Schedule

Date	Subjects Covered
Monday, April 14 @ 2:00 p.m. ET	Navigating the Speaker Portal, Speaker Agreement, and Session Delivery Form
Thursday, July 10 @ 2:00 p.m. ET	Promoting Your Session Using Social Media
Thursday, July 31 @ 2:00 p.m. ET	On-Site Logistics: Room Sets & Equipment and Best Practices for Your Presentation
Thursday, September 4 @ 2:00 p.m. ET	Moderators' Roles & Responsibilities

PSX 2025 | September 16-18, 2025 | Houston, TX

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Action Items and Deadlines

- **April 16, 2025** – Registration launches for PSX. All speakers and moderators are required to register and pay applicable full conference, or one day registration fees. There are no speaker discounts available for registration.
- **April 17, 2025** – Log in to the online speaker center to sign the speaker agreement, update your contact details, upload your bio/photo, and complete the Session Broadcasting, Recording & Materials Form.
- **July 13, 11:59 p.m. Eastern, 2025** – Register for PSX 2025 by this date to receive the advance rate discount.
- **September 4, 2025** – Upload a copy of your presentation or other handouts (optional) if you wish attendees to have access to it on the conference's mobile app.
- **September 15, 2025** – Workshop presentation date.
- **September 16-18, 2025** – Education and Express Session presentation dates.

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Registration reminder

- All presenters are required to register and are responsible for any associated costs
- August 22 (5:00 p.m. ET) last day to make reservations at the Westin Galleria at the discounted rate
- Workshop instructors who wish to attend PSX are required to pay the applicable full, or one-day registration fee, and should register for and reserve hotel accommodations online
- Main conference (Tuesday - Thursday) presenters and moderators are required to register for the conference and pay the applicable full, or one-day registration fee

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On-Site Logistics

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Registration Hours

- Location: Galleria Foyer
  - Monday, September 15: 7:00 a.m. – 6:00 p.m.
  - Tuesday, September 16: 7:00 a.m. – 6:00 p.m.
  - Wednesday, September 17: 7:00 a.m. – 5:30 p.m.
  - Thursday, September 18: 8:00 a.m. – 12:30 p.m.

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Arrival On-Site

- Visit the registration desk (Galleria Foyer) to pick up your badge
- Arrive at your assigned session room at least 15-20 minutes prior to your presentation
  - Room numbers can be found on the PSX 2025 mobile app
  - There will be audiovisual (AV) technicians circulating between session rooms who can assist with any presentation set-up needs
  - If you are unable to locate an AV tech in the vicinity of your session room, stop by the registration desk for assistance from a staff member

Presenters

- Sessions have limited number of speakers to ensure enough time to present meaningful content and for the audience to ask thoughtful questions
  - Express (2) + 1 moderator
  - Education (3) + 1 moderator
  - Half-Day Workshop (3)
- Do not invite someone who is not already approved and listed on session
- If someone is listed and there is a replacement speaker, please contact staff as soon as possible

Conference Attendance

- If unforeseen circumstances arise and you cannot attend and speak at the conference, please email staff directly in addition to completing the speaker agreement
- First preference is for a replacement speaker on the exact content as peer-reviewed and accepted
- We might consider replacement speaker on slightly different content if that is the only option
- If no replacement speaker, we will cancel session entirely
  - Session will be marked as "cancelled" online

Westin Galleria Houston

- Level Three
  - Galleria Foyer
  - Galleria I, II, II (General Session)
  - Galleria IV

- Level Four
  - Woodway I (The Exchange)
  - Woodway III

Session Room Setup & Equipment

- All session rooms will be provided with a standard set that includes:
  - Laptop
  - Projector
  - Screen (sized appropriately for the room)
  - Wireless mics for presenters
  - 1 wireless slide advancer (for the computer provided by AV)
- The number of microphones in each room is determined by how many speakers are in each session. Presenters must use microphones regardless of room size.
- Unfortunately, we cannot provide any additional materials or equipment, and exceptions cannot be made

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Session Room Layout

- No head table in session rooms as in a traditional conference lay-out
- Informal seating for presenters in the front of the session room
- This set is designed to encourage presenters to be more interactive with each other and the audience
  - Walk around, make eye contact, and engage with the audience
- Audience seating will be set in theater that can accommodate 70-90 people per session

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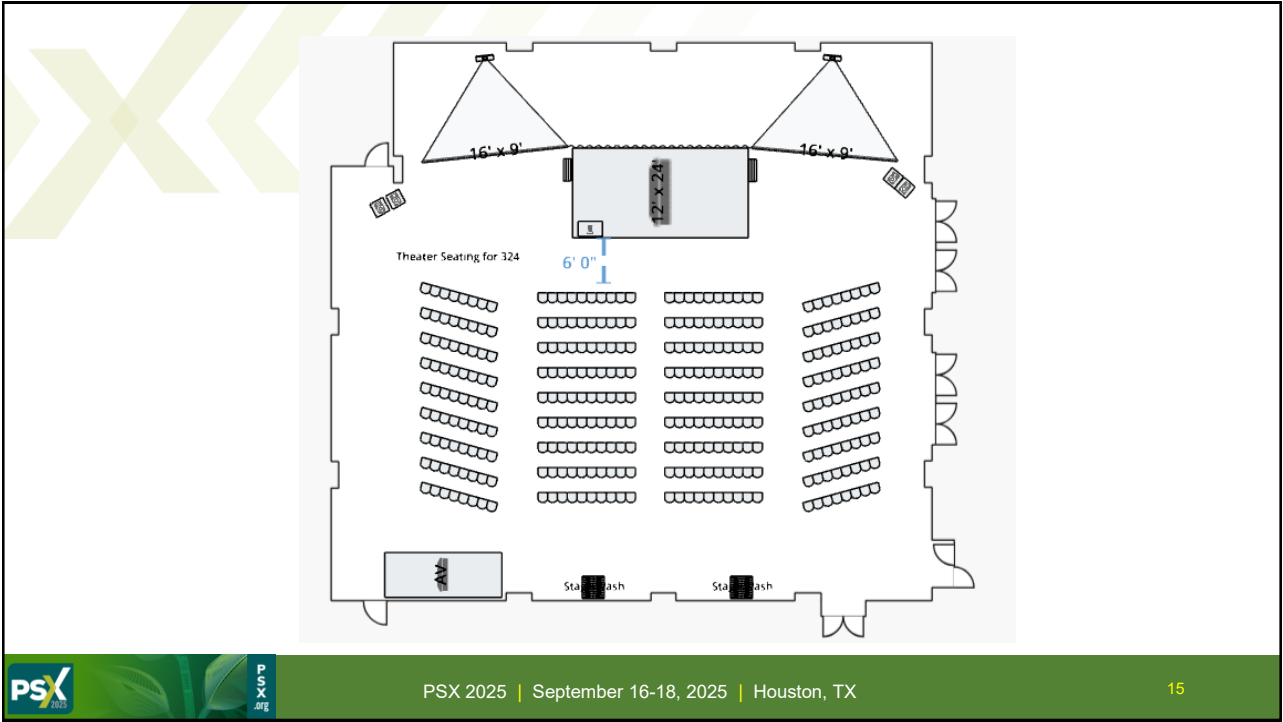
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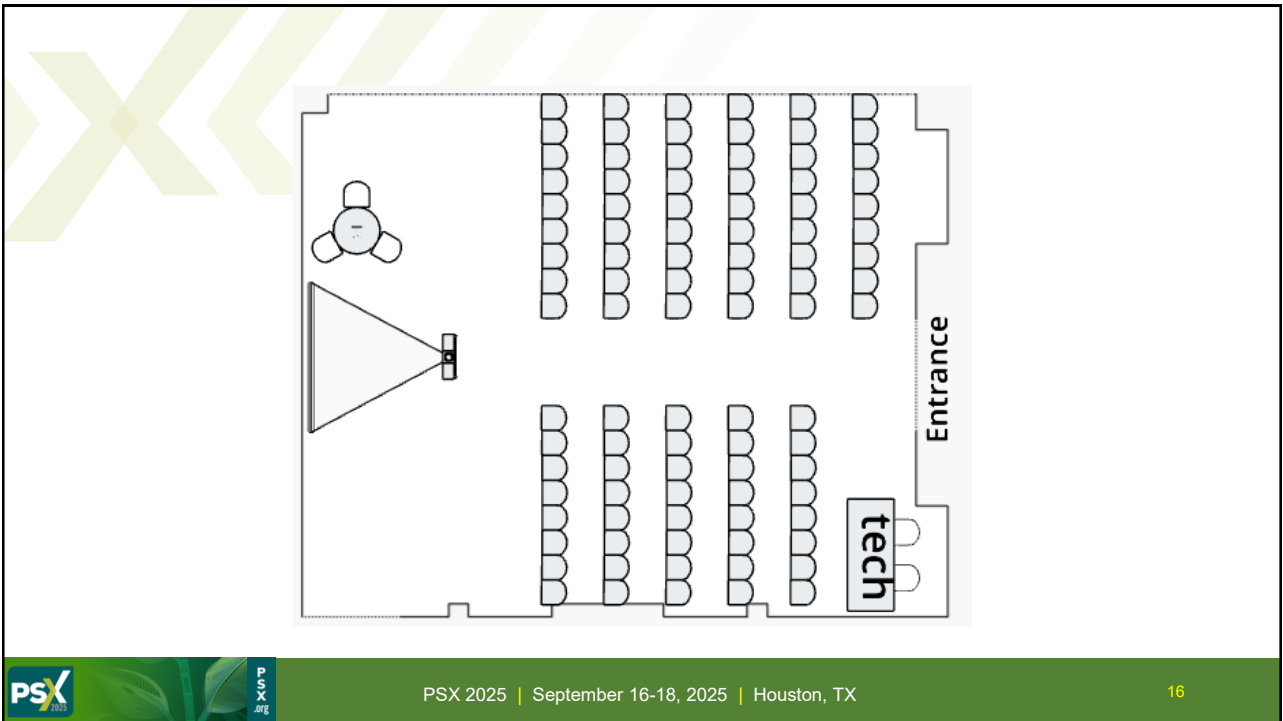
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Westin Galleria Houston

- Hotel staff are responsible for the setup, change, and breakdown of all activities
  - Room sets (head tables, chairs, AV, etc.) and capacities are approved in advance by the facility and the Fire Marshal
  - Room sets, once approved, must remain as indicated on approved floor plans or PSX will incur change fees
  - Speakers and moderators agree they will not move any items (other than those brought by the speakers into the rooms) pre-set by the facility or PSX.

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Westin Galleria Houston

- Audiovisual equipment must be provided by PSX's exclusive provider
  - Requests for AV other than that outlined to presenters in advance by PSX must be paid for by the speaker to PSX before equipment will be provided
  - Speakers may not provide audiovisual equipment of any kind in their session rooms, including handheld polling devices
- Speakers may hand carry handouts or other materials for distribution during a session (except any type of AV)
  - No carts or dollies are permitted
  - If you require a cart, dolly, luggage carrier, or hand truck to carry your materials, please contact staff

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Presentation & Software

- We recommend that you use Power Point (PPT) for all presentations
- Adobe Acrobat (PDF) and HTML files may also be used
- **Please use the PSX 2025 PowerPoint Slide Template when creating your presentation**
- **BRING YOUR PRESENTATION WITH YOU ON A FLASH DRIVE**
- You are required to use the computers provided on-site in the session room
- These are Windows-based PCs equipped with Microsoft PowerPoint and the latest versions of Adobe Acrobat Reader, Windows Media Player, and Quick Time for Windows
  - Other presentation programs will not be available
- PowerPoint files created on a Macintosh computer will open successfully on a provided PC
- It is recommended that you test your files in the session room prior to your session start to ensure the proper display of fonts, equations, pictures, and videos

Presentation Materials

- We highly encourage you print any supplemental materials you may need prior to leaving for the conference
- Staff will be unable to print items or provide office supplies on-site
- The Westin does not have a business center, but there are several FedEx and UPS stores within walking distance.
- **Any associated costs are the speaker's responsibility**

What Makes A Successful Presentation?

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Well Received Presentations Are...

- Targeted with a focused message
- Relevant, with examples and application
- Clear and simple, effectively conveying ideas and providing new tools and skills
- The title and description should appear exactly as peer reviewed
- Attendees should be able to leave with practical skills to apply in their jobs
- Even sessions that are heavy in theory or research need to have practical applications

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Well Received Presentations Are...

- Current, accurate, and objective
- Creative in offering solutions, processes, and new ideas
- Understandable, presenting clear and concise data
- Well-illustrated with commentary and visuals
- **Commercial-free**

Reminders for Slide Preparation

Font

- 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
  - Use the already preset template settings

Font

- Keep in mind the following points for text:
  - <u>Underlining</u>, **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. Think white space
  - Proof-read, spell-checked, and corrected for errors

Color Schemes

- Use color for emphasis, but use it sparingly
- Keep colors 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

PowerPoint Ratios

- Our PowerPoint template is set to 16:9 ratio
- This template is for education session rooms and the general session room
- Be advised that if you use any other format, it will not fit the screens in our session rooms

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 × 600 pixels and saved as JPEG or TIF files
- Label charts and graphs clearly (avoid using if attendee can't read or understand from the back of the room)
- Avoid copyrighted images, unless you have express permission to use them

Polling Options

- If plan on utilizing live polling during your session, there are several sites with free options
  - Mentimeter
  - Easy Polls
  - Google
  - Survey Monkey
  - Direct Poll
  - Poll Everywhere
- Please note that these run via internet, and there is no guarantee of internet quality at the hotel (we will have wireless available)
- No polling feature in PSX 2025 mobile app

Polling Best Practices

- If you choose to use polling, we recommend, inserting a slide with the question, the possible responses, and how you want the question answered (i.e., choose one, choose all that apply, etc.)
- Include a link or QR code to your poll.

Your Contact Information

- As you conclude your presentation slides, please don't forget to include contact information.
- Provide attendees with an email address where they can find you should they have any follow-up questions.

Presentation Preparation

- While wireless Internet will be available, we do not recommend relying on it for any portion of your presentation
- Presentation rooms will NOT be hardwired with Internet
- Any links to outside websites, such as for audio and video files, should be embedded into the PPT presentations
- If you have video or audio files, we recommend bringing a back-up of the files on a flash drive, as well as embedding into the PPT file

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Evaluations

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Session Evaluations

- As you conclude your presentation slides, please don't forget to include the following reminders:
  - Sessions will be evaluated via the mobile app
    - Orally, remind attendees at the end of your session to log-in to the mobile app, open your session, and provide their feedback!
    - We will send out a push notification to all attendees at the end of the day to log-in to the app and rate sessions
    - Feedback assists with our planning each year and is incredibly helpful for improving your public speaking skills

Session Evaluations

- Rating areas: *(Rating scale 5- Extremely Satisfied, 4- Satisfied, 3- Neutral, 2- Dissatisfied, 1- Extremely Dissatisfied)*
  - **Presentation Content:** interactive, informative, and relevant to my work.
  - **Description:** session presented matched advertised description.
  - **Organization:** well-planned session, speaker(s) followed advertised schedule.
  - **Content Level:** session presented matched advertised content level.
  - The session was **not a sales pitch** and did not promote a specific vendor, product, or service.
  - **Overall Comments:** (Anything you'd like to share about the session)

Presenter Evaluations

- Rating areas: *(Rating scale 5- Extremely Satisfied, 4- Satisfied, 3- Neutral, 2- Dissatisfied, 1- Extremely Dissatisfied)*
  - **Technical Knowledge**
  - **Speaking Ability**
  - **Willingness and Ability to Answer Questions**
 - **Overall Comments:** (Anything you'd like to share about the speaker)

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Copyright Guidance

Note: I am not a lawyer. While our guidance has been checked by our legal team, please do not take anything said here as legal advice. However, the recommendations described here are required of you as part of your participation in PSX.

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Copyright Guidance and Agreement

https://www.aiha.org/get-involved/aiha-content-channels/aiha-copyright-guidance

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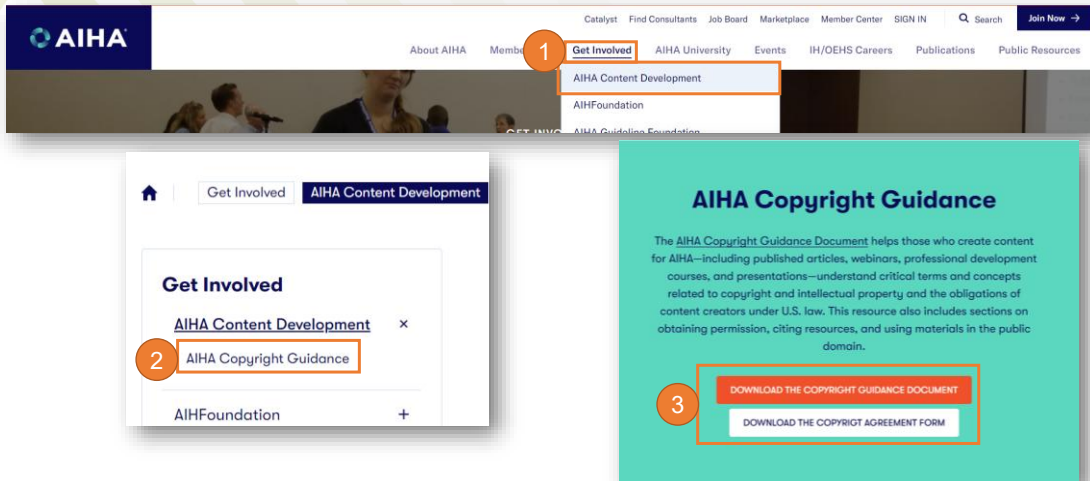
Copyright vs Fair Use

Copyright protects the ownership of a "creative work".
The **copyright holder** has the **exclusive right** to use and distribute (i.e., present, show, or share) the content.

Assume <u>anything</u> you find on the internet is copyrighted!

Fair use is a legal defense that allows limited use of copyrighted material **in specific situations** (e.g. news, parody, and PUBLIC education).

Fair Use does <u>NOT</u> apply to any content you provide for PSX.

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Protected Creative Works Include:

- Written word (news articles, books, blogs, social media posts…)

- Images and photos (including cartoons, political or otherwise)

- Videos (news segments, commercials, movie clips…)

- Artwork created in the last 100 years*and new recreations of older artwork

- Graphics and iconography (including logos)

- Any graphical representation of data

- And many, many others

If you have to pay to access content (e.g. streaming movies, news site subscriptions, textbooks) **it is protected by copyright**.

So, What Can You Do?

- Use content that you own the copyright to.
  - You may not own the copyright if you created content for another organization to publish (e.g. a textbook) or for your employer.
- Use public domain or creative commons content.
- Provide links as additional resources, but do NOT display the content in any format.

Please cite any content you use, including your own.

Obtain Permission

- The "**Original Creator**" is the person or group that first produced or created the content, or the company that **owns the rights**.
  - Tina Fey wrote an SNL segment, but NBC produces SNL, so NBC is the "original creator".
- Any **permissions** to use or share content **must come from the original creator**, not a third-party source.
  - Avoid URLs with "Blogspot" or "WordPress".

> **If you can't get permission from the original creator or copyright holder, you CAN NOT use the materials.**

Request Permission to Use

1. Look for "licensing", "copyright", "terms of use/service", or "legal". Or use whatever "**contact us**" feature is available.

2. Your request must include:
   1. Which work you want to use
   2. How the work will be used and how many times it will appear
   3. How many people it will be distributed to (always **overestimate** this number).
   4. A request to "**Use and Distribute**" the work "**in perpetuity**"

3. If they approve, ask how they would like the work to be **cited**.

Cite Your Sources!

A good citation allows the learner to find the source for themselves.

Citations should include **as much of the following as is possible**:

- The **title** and/or name of the content
- The name of the author and/or the **original creator**
- The **date** the item was published **and** the date you accessed it
- A **link** to the source of the materials (or original creator)

Citation information must be clear and legible and appear every time the creative work is shown

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Delivering Your Presentation

Practice

- We want you to be comfortable with what you are going to say. Try not to read slides verbatim. *(Note that your eye movement can take away from your messaging and make your presentation feel less natural to the audience.)*

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Voice

- Speak in your normal voice, but a tad slower so that words can be annunciated and stretched for clarity. This is nothing more than a mental reminder to speak slowly and deliberately. You may feel you're overdoing it. (Most times, you think you are… but you're not.)

- Smile. Remember to smile as you speak, which helps your face relax, lowers the tenor of your voice to a more emphatic and personal tone, and conveys care. Smiling helps soften and relax your voice.

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Wardrobe

- Wear solid colors with no logos or characters.
- Don't pick busy patterns or colors that distract. You want to stand out from your surroundings, but not so much as to take away from your message.

Eye Contact

- Maintain eye contact as much as you can. When you read verbatim from a script, your eyes move as you read, and the attendees see this.
- Begin your message. You can have it printed and with you but try not to look at it too often.
- Look directly at the audience. Speak as if you are personally connecting to them.

Ok, nobody move...

I lost my contact lens

Upload Your Presentation

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Handout/Presentation Upload

- This year, we will collect PPTs/PDFs of your presentation in advance of the conference.
  - Top request of attendees is for copies of presenter slides
  - This is VOLUNTARY!
  - These can be the same or a modified version of your final presentation
  - Files uploaded by the deadline **September 4** will be included in the PSX mobile app for attendees to download and will be included in PSX OnDemand (if you have opted in)
- PPT files do not go through review or vetting/approval prior to conference
- Files uploaded are **NOT** transferred to the on-site computers in the session rooms prior to the start of the conference! Please go directly to your session room and load PPT file from your USB before your session starts.

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Thank you for attending!

Please contact Erin Breece, Program Director, Education with any questions or concerns.

ebreece@aiha.org, or 703-846-0749

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