



Presentation Development Guide

This document contains information, best practice tips, and resources to help you develop your presentation from start to finish.

TARGET AUDIENCE

ISPOR EUROPE 2024 welcomes all healthcare stakeholders and is directly relevant to researchers and academicians, assessors and regulators, payers and policy makers, the life sciences industry, healthcare providers, and patient engagement organizations.

PRESENTATION OVERVIEW

- [ISPOR Europe 2024](#) is an in-person event taking place at the [Barcelona International Convention Center](#) in Barcelona, Spain, 17-20 November 2024.
- **Speakers are expected to present in-person in Barcelona, Spain.**
- **Educational Symposia** are 60-minute experiences. Within the 60 minutes we encourage you to plan for 10-15 minutes of Q&A time with the audience. **Exhibit Hall Theaters** are 30-minute experiences. Within the 30 minutes we encourage you to plan for 5-10 minutes of Q&A time with the audience.
- Sessions (unless otherwise noted) will be recorded and made available for on-demand viewing through the Digital Conference Pass.

DESIGNING A STRONG PRESENTATION

Start With the Audience in Mind

Design your presentation based on what the audience *needs* to know. Start by identifying what the audience needs to know, believe, and do. Select your content by asking yourself - what do I need to provide for participants to walk away with actionable learning. As you develop your presentation, prioritize and select content that is “need to know” versus “nice to know.”

Keep it Interactive

Learning is a process. First, participants need to **acquire** information through presentation or discovery. Next, they need to **interpret** information to determine how it applies to their work. Finally, participants begin the process to **apply** this new information.

Best Practice Tips! Provide opportunities for participants to process new information and reflect on it. Peer sharing and collaboration are effective tools in applying new concepts – aka leave time for Q&A!!

Provide Concise Content

It is suggested that you provide 3-5 retainable main points that participants will take away from your presentation. A concise presentation allows the participant to focus on key points and organize them in a way that makes sense. Work with the session moderator or discussion leader to ensure your presentation compliments other presentations within your sessions without overlapping.

Leave the audience inspired! Be sure to provide resources, tools, and experiences that will allow attendees to impact change or action when they return home. Don't forget to rehearse your presentation to ensure you can deliver the content in the define time limit.

DEVELOPING YOUR SLIDE DECK

ISPOR requires that all presentations use PowerPoint (if presenting slides.) The following tips will help you develop a slide deck that compliments your presentation and clearly displays your information.

Note: ISPOR does not provide a PowerPoint template. You are welcome to use your institution's template or create one using the resources and tips provided below.

Control the Content

PowerPoint slides help augment your verbal presentation. They are meant to be visual representations of information and data that can be reviewed quickly and clearly. These slides help improve cognition by using text and graphics to highlight the main points and themes of your presentation. It is important to keep the audience focused on what you are saying. Slides with heavy text can often distract participants as they read your slides while listening to your talk. When developing your slide deck, keep the following in mind:

- Limit text on slides and augment your narrative with photos, graphics, and diagrams.
- Create slides that reinforce your words, not repeat them.
- Ensure the slide content is grouped conceptually and flows through your narrative.

Keep It Simple

Less is more! Slides should be quick and easy to read, even from the back of the room! Follow these best practice tips to create your slide deck.

Format

- 16:9 widescreen format is required for all presentations
- First slide: provide your presentation title, name, and affiliation
- Second slide: provide your conflict-of-interest statement
- Last slide: include your contact information so that attendees may reach out should they have additional questions

Text and Graphics

- Use easy-to-read fonts such as Arial, Calibri, or Times New Roman
- Use the same font throughout the presentation
- Use bullet points only – not full sentences

- When applicable, use graphics instead of text
- Use high-quality graphics and animations; avoid clip

Background

- Slides should have plenty of white or negative space
- Always have high contrast between colors (e.g., background and text)
- A white background with dark text is the best way to maintain visual intensity
- Avoid unusual colors and busy backgrounds

Video and Audio Files

- Please see [this article](#) for file formats supported within PowerPoint.
- Consider compressing your videos. If you've authored your PowerPoint as a PPTX, there are tools within PowerPoint to do this automatically. Instructions are found [here](#).
- If you will be converting or authoring videos, we recommend H.264 encoding at less than a 5Mbps bitrate for best performance. Typical resolutions in the meeting room will be 1024x768 for 4:3 presentations and 1280x720 for 16:9 presentations. A 1080p, maximum bit rate encoding will bloat the size of your presentation with no visual improvement and may hurt performance.

ISPOR EUROPE 2024 DRESS CODE

The dress code for ISPOR EUROPE 2024 is business casual.

What is business casual attire for men?

- Sport coat or casual blazer (optional)
- Collared shirt or casual button-down
- Tie (optional)
- Casual slacks like khakis or chinos
- Belt
- Dress shoes, loafers or nice boots (high-end athletic shoes are becoming acceptable in some areas as well)

What is business casual attire for women?

- Collared or non-collared blouse
- Slacks (at least three-quarters length)
- Dress or skirt (at or below the knee)
- High heels, dress boots or flats (open-toed shoes are becoming acceptable in the summer months)
- Modest jewelry and accessories such as printed scarves

QUESTIONS?

Have a question? Contact Jess Warner at jwarner@ispor.org. We look forward to working with you to execute a great session!