

ALD 2011
Academy of Laser Dentistry 18th Annual Conference & Exhibition
March 3-5, 2011, San Diego, California

ALD GUIDELINES FOR ALL SPEAKERS

The following information is intended for speakers desiring to present at the 2011 ALD Conference. A declaration indicating that you have read and agree to these Guidelines is required as part of the abstract submission process.

ORAL PRESENTATION INFORMATION

Presentation Media

Presenters have two options:

- You must bring your PowerPoint presentation to the conference on a USB flash drive. You will be able to make changes to your presentation up to the time of your scheduled Speaker Preview Meeting. You must notify the Academy if changes are expected and present a USB flash drive containing a complete updated presentation to the technician during the Speaker Preview meeting.
- You may be asked to present from your own laptop. Each speaker must bring his or her own computer and power cord. Please inform the Academy of your computer's operating system (Microsoft PC (Version 7, XP, Vista etc.) or Macintosh ver ##). If you bring your own computer, be sure to allow the audiovisual technician to hook up your computer and preview and test your presentation before your designated day with the projector that is going to be used to help insure compatibility.

Speaker Technical Preview Meeting (MANDATORY)

All presenters must meet briefly before their presentation day with the committee chairpersons and audiovisual technician. We will meet as a group to review final speaker instructions and to help ensure smooth operation of your presentation. The only opportunity you will have to conduct a brief preview of your presentation will be during the speaker preview meeting. If you require any additional time, this **MUST BE ARRANGED** prior to that meeting. A specific schedule of technical rehearsal time-slots will be filled on a first-come first served basis with the Audiovisual Technicians.

GUIDELINES FOR ORAL PRESENTATIONS

- The moderator will hold you to your assigned presentation time. It is advisable to rehearse your presentation prior to the meeting to ascertain that the time is not exceeded.
- Cover the same material as reported in the abstract.
- Give an opening statement to acquaint the audience with the nature and purpose of the presentation.
- Briefly describe procedures and materials. Define all trade names first, then use generic names throughout. All compounds and drugs must be identified.
- If a Scientific Abstract, **ALLOCATE MOST OF THE PRESENTATION TIME TO THE RESULTS OF THE STUDY**. State the results simply and clearly so that significant facts can be readily identified and conclude the presentation with a brief summary of the essential results you believe were demonstrated.
- Please be sure to be present in the session room for the discussion period(s), if scheduled.

Microphone

Without proper use of the microphone, the audience will not hear you and the camera operator will not be able to record your audio. If you are using a lavalier/lapel microphone clip the microphone "Knot high" on the side closest to the screen. As you turn your head toward the screen, slightly turn your upper body so that the microphone travels with your head. If you use the podium microphone, adjust it to the proper height and keep speaking into the microphone even when turning your head.

Panel Discussion for General Session Presentations

After your presentation, please remain in the lecture hall to listen to other speakers in your assigned module so that you will be prepared to comment during the discussion. Be near the front of the lecture hall 5 minutes before your panel discussion is scheduled to begin so you can be seated at the table when called.

Title Slide and Disclosure Slide

The Academy will provide a title slide template and a disclosure slide for you in PowerPoint by e-mail. This will give a uniform look to each presentation during the conference. The text of these slides should be exactly what you provided on your final approved abstract form. Your abstract, biography and disclaimer information will be printed in the conference program as submitted (the Academy reserves the right to edit where appropriate). Please note that any change in presentation content or audiovisual needs from what you specified in your abstract submission must be cleared through the General & Scientific Sessions Committee prior to the conference.

Facilities

The general session hall will be equipped with the following equipment:

- LCD projector with remote control (operated by presenter)
- Screen
- Podium mounted microphone
- Lapel microphone
- Sound (speaker) jack for your computer
- Lighted pointer
- Audience aisle microphones.
- Dual projectors and screens may be available.

Each breakout session room will be equipped with:

- Screen
- LCD projector and a screen

If your presentation requires additional equipment, you will be responsible for the labor and equipment charges. You may not bring other equipment from an outside source unless it is cleared with the ALD Office prior to the start of the meeting.

Handouts

Although your abstract, biography and disclosure will be included in the Conference Program, we encourage all presenters to provide their own detailed handouts for attendees. All handouts must be educational in nature and not sales-oriented. Handouts must be provided in black and white PDF format and will be either photocopied by the Academy of Laser Dentistry or provided

online for easy download. When applicable please set up the handout with no less than 6 slides per page. Please submit one electronic copy of your handout to ALD for approval by January 15, 2011.

Registration and Expenses

As a reminder, all speakers are expected to register for the conference and cover their own travel and lodging expenses. We are unable to offer any honoraria.

Hotel Reservations

Hotel reservations may be made online at ALD's conference website with appropriate ALD group codes and direct links to the hotel reservations site. Or, you may contact the hotel directly. Ask for Group Reservations and mention the Academy of Laser Dentistry.

Attire

Presenters should wear business attire for the lecture since presentations are videotaped as a permanent record of the conference. Dress is resort casual for all conference events except the President's Dinner Dance where more formal cocktail attire is requested.

Ribbons

Please place your Speaker ribbon on your badge throughout the meeting to identify you as a speaker.

POWERPOINT DESIGN TIPS & TECHNIQUES

1. It is the Academy of Laser Dentistry's policy that professional dental practice and corporate logos, if used at all, should be used only once, and placed on the slide following the disclosure. ALD will provide you with a title and disclosure slide, please ensure these are placed at the beginning of your presentation.
2. Design your slides to enable the audience in the back row to see and understand. Remember the *1:6 Audio Visual Rule*: Take an 8 1/2 x 11 paper "hard copy" of your proposed slide; measure the width; multiply the width by six (6); then stand THAT distance from your proposed visual. **If you can't read it at that distance, your audience won't be able to either.**
3. Plan your slides for good visual pace. Limit each slide to one main idea. Spend at least several seconds on each slide. If you feel the need to flash by a slide quickly, delete it from the presentation.
4. Design slides specifically for your oral presentation. Slides taken from a book or publication usually are ineffective and not legible.
5. Avoid using more than 6 words per line and 6 to 10 lines of type per slide.
6. It is recommended that you use *sans serif* typefaces (such as Helvetica) for ease of reading. Minimize use of all capital letters, as lower case letters are more legible. Use dark colors for the background and light colors for text and graphics. Vary the point size according to relative importance of information, generally ranging from 20 to 44 point.
7. If you use graphs or charts, keep them simple. Limit pie charts to 7 wedges, place labels outside the pie. Use line graphs to show trends or changing relationships. Limit line graphs to 2 or 3 lines, label the lines directly rather than using legends, and keep scales simple; label the axes. Use bar charts to compare values. Limit bar graphs to 7 bars and avoid crowding. Limit the amount of words in all graphics.
8. Resist the temptation to animate the text from the side of the frame as the audience cannot read it while it's moving.

9. Use a single transition mode (e.g., dissolve) between each slide and keep it consistent throughout the presentation.
10. Use duplicate slides to refer to the same slide at different times during your talk. It is impractical to search for and re-show your slides.
11. Keep in mind the colors on your computer monitor are more distinct than on the electronic projector. Contrast also tends to be higher on your computer monitor.
12. Printing your color presentation on a grey scale printer can identify problems with contrast when the presentation is projected.
13. Prepare slides that support and supplement what you are saying. Do not read the slide text to the audience.

Other Requirements and Recommendations

1. Ensure your presentation corresponds to your published abstract.
2. The General and Scientific Sessions are intended to be educational, not commercial or self-promotional. Separately identified slots for commercial presentations are available.
3. Limit your amount of material and number of case studies to ensure you can comfortably fit within your allotted time. Generally, no more than 1 to 3 cases are appropriate.
4. Refrain from personal or editorial comments during your presentation.
5. It is recommended that you provide a detailed handout of your material for inclusion in each registrant's packet. Submit your master copy in PDF format to the Academy by January 15. Do not send your PowerPoint presentation unless it is in handout format.
6. Rehearse your presentation in front of friends and colleagues. To get a realistic sense of timing, speak in rehearsal as you would during your actual presentation. Do not rehearse simply by reading from a paper. Speaking always takes longer than reading.
7. Fine-tune your timing.
8. Before your presentation day begins, familiarize yourself with the podium, microphone, and remote control.
9. Sit in the front row near the lectern and move to the podium when you are introduced. The moderator will attach the microphone to your lapel. A podium microphone is also provided as back-up.
10. Begin by thanking your moderator.
11. Avoid phrases like "this slide shows" or "on this slide." Talk about the material on the slide.
12. If you use a laser pointer, turn it on, point it toward the screen to emphasize a key item, then turn it off. Do not wave it around the slide as this is distracting to the audience. Do not read with the pointer. Hold the pointer as steady as possible, using the podium as a rest if necessary.
13. Conclude by saying "thank you."

The preceding guidelines are adapted from the International Association for Dental Research and other sources.