

Program Participant Readiness Webinar: Driving Insights into Actions – Part 1

Wednesday, February 28, 2018

11:00 AM – 12:00 PM ET

DIA

Welcome DIA 2018 Session Chairs & Speakers!

Please provide feedback during the webinar via the Q&A feature; there will be a Q&A panel at the **end** of the presentation.

(No questions will be addressed *during* the presentations.)



5 Reasons DIA 2018 will be AMAZING

1. We have YOUR thought leadership inspiring attendees
2. Nora Volkow is the Keynote speaker
3. Boston is the very walkable home to:
 - The very beginnings of our great nation
 - Lots and lots of biotech and pharma
 - Breweries like Sam Adams, Harpoon, etc.
 - The Red Sox, Celtics, Bruins, Patriots (~sort of) & Duck Boats
 - Many *wicket smaht* people
4. DIA offers something for everyone in our industry, and is a networker's dream
5. If you suffer from FOMO, DIA is the cure!

Why Have we Called You all Here?

- ▶ This June, DIA 2018-Boston will host **thousands of professionals** in the biopharmaceutical and medical device communities from more than 50 countries.
- ▶ We have a **tremendous slate** of program participants coming from all over globe and spanning the entire life sciences spectrum!
- ▶ As program participants – moderators, session chairs, speakers, panelists and instructors – **you have a major role** in the success of this meeting!
- ▶ This webinar is designed specifically to provide guidance to you in preparation for the meeting. We are delighted to be working with you to support the development of an **outstanding experience** for all of our attendees.

Introducing Today's Presenters



**Meg
Richards**

Member of the DIA
Annual Meeting
Program Steering
Committee
(AMPSC)



**Paul
Wong**

Associate Director,
Meeting Operations
– DIA



**Meredith
Kaganovskiy**

Sr. Project
Manager, Annual
Meeting, DIA



**Kim
Quaintance-
Lunn**

Vice President,
Regulatory Policy,
NA
Bayer U.S. LLC
Member of the DIA
AMPSC



**Leigh
Shultz**

Associate Vice
President, Project
Management
Merck & Co., Inc.
Member of the DIA
AMPSC



**Maureen
Lamplugh**

Annual Meeting
Project Specialist -
DIA

A Quick Look at the Agenda ...

11:00 AM – 11:05 AM	Welcome and Introductions	Meg Richards, PhD Member of the DIA Annual Meeting Program Steering Committee (AMPSC)
11:05 AM – 11:10 AM	We are DIA	Paul M. Wong Associate Director, Meeting Operations – DIA
11:10 AM – 11: 20 AM	Brief Overview of the DIA Annual Meeting Audience Members: Expectations DIA 2018 Learning Formats and New Session Format Options	Meredith O. Kaganovskiy, CMP Sr. Project Manager, Annual Meeting - DIA
11:20 AM – 11:45 AM	Building A Strong Session and putting Forward Focused Presentations	Leigh Shultz, PhD Associate Vice President, Project Management Merck & Co., Inc. Member of the DIA AMPSC Kim Quaintance-Lunn Vice President, Regulatory Policy, US Bayer U.S. LLC Member of the DIA AMPSC
11:45 AM – 11:50 AM	Next Steps and Deadlines	Maureen Lamplugh Annual Meeting Project Specialist - DIA
11:50 AM – 12:00 PM	Question & Answer	Meredith O. Kaganovskiy, CMP Sr. Project Manager, Annual Meeting - DIA
12:00 PM	Adjournment	Meg Richards, PhD Member of the DIA AMPSC

We are DIA

Paul M. Wong
Associate Director, Meeting Operations – DIA

DIA

A large, diverse group of people, including men, women, and children of various ethnicities, are arranged in a large circle on a white background. In the center of this circle is a large teal circle containing white text. The people are dressed in casual, everyday clothing, and their shadows are cast on the white surface, suggesting a bright, overhead light source.

DIA is a **global** association that mobilizes life science professionals from **across all areas of expertise** to engage with patients, peers, and thought leaders in a **neutral** environment on the issues of today and the possibilities for tomorrow.



Neutral. Global. Multidisciplinary.

As Program Participants for DIA 2018: You Play a Critical Role in Keeping our Gears Turning



Brief Overview of the DIA Annual Meeting Audience Members: Expectations

Meredith O. Kaganovskiy, CMP
Sr. Project Manager, Annual Meeting - DIA



Key Reasons Why Folks Attend DIA



Access New Knowledge that Stimulates
New Thinking



Leverage Communities for Continuous
Leadership Connectivity



Connect with Global Influencers to
Collaborate on Actionable Solutions



Address Specific Career Development Needs

The DIA Global Annual Meeting Audience:



- ▶ While **primarily attended by individuals from North America**; will also attract individuals from Europe, Latin America and Asia Pacific
- ▶ At its core includes individuals that have been **in the industry for 10+ years.**
- ▶ **Expect more in-depth perspective** of the content versus high level overview.
- ▶ Is very **SENSITIVE TO commercial bias**

Most
Critical
Points
about
our
audience

DIA Policy Concerning Promotion of Products and Services from the Podium at DIA-Sponsored Programs

Very Important!

- ▶ **All presentations must be fair, balanced and free of commercial bias.**
- ▶ Presentation must not be commercial or promotional.
- ▶ Company logo (if you represent a commercial interest) may not appear on any slides in the presentation.
- ▶ Speaker clothing may not carry logos or other company specific emblems.
- ▶ Review the Promotion from the Podium Guidelines Document (refer to Speakers Corner)

3 Goals to Keep in Mind when Your Preparing Content

1. Have a global focus or perspective
 - if applicable to your content
2. You are encouraged to have interdisciplinary content
 - Your topic may have a broader interest beyond the traditional participants that attend sessions within this track.
 - Many attendees opt to personalize their experience by mixing and matching sessions within a variety of tracks
3. Provide examples of real-world application.
 - What are the lessons learned and experiences to share?

12 Educational Tracks

DIA 2018 Tracks



Clinical Safety and
Pharmacovigilance



Clinical Trials and Clinical
Operations



Data and Data Standards



Medical Affairs and Scientific
Communication



Patient Engagement



Preclinical Development and
Early-Phase Clinical Research



Project Management and Strategic
Planning



R&D Quality and Compliance



Regulatory



Regulatory CMC and Product Quality



Statistics



Value and Access

The Best Way to See what Each Track is Offering: Explore the Online Program!

Tuesday, June 26

8:00am

Quantifying the Impact of Credentialed Clinical Research Site Professional Conduct Quality

Utilizing and Understanding Real-World Evidence Solutions to Efficiently Recruit the Most Appropriate Patients and Sites for Clinical Trials

Novel Approaches for Accessing the CNS: Nonclinical and Clinical Challenges

Oversight in the Era of E6 (R2)

Generic Drug Products: Comparison of Safety Profile With Branded Cousin

FDA Data Standards Update

Best Practices for Implementing Lay Summaries and Communicating Results to Patients

Incorporating Patient Input Into US Food and Drug Administration's Medical Product Development and Regulatory Decision

Effective Management of Internal Stakeholders and External Strategic Partners from Multiple Perspectives: Non-Profit, CRO, and Pharmaceutical Industry

Schedule or People Search

Filter By Date
Jun 24-28, 2018

Keyword search!

- 02: ClinTrials -ClinOps
- 03: Data-Data Standards
- 04: MedAffairs-SciComm
- 05: Patient Engagement
- 06: PreClin Dev-EarlyPhaseCR
- 07: ProjMgt-StrategicPlanning
- 08: R&D Quality-Comp
- 08: R&D Quality-Comp
- 09: Regulatory
- 10: RegCMC-Product
- 11: Statistics
- 12: Value-Access
- 13: DIAMond
- 14: InnovTheater
- Short Course

Add to My Sched Link Like Tweet

Component Type: Forum
Level: Intermediate

Panelists will discuss how they have implemented recommendations from CTTI's Mobile Clinical Trials projects to advance the use of mobile technology in clinical trials, as well as how others can adopt these strategies.

Learning Objectives

Describe recommendations for successfully incorporating mobile technology in regulatory submission trials; Identify approaches for developing novel endpoints, overcoming legal and regulatory barriers, and incorporating mobile devices in clinical trials while accounting for site and patient perspectives; Discuss approaches to implement

Speakers

- Philip Coran
Principal, Global Compliance and Strategy, Medidata Solutions
- E. Ray Dorsey
David M. Levy Professor of Neurology and Director of the CHET, University of Rochester Medical Center
- Cynthia Geoghegan
Patient Representative, Patients and Partners LLC
- Jan Hewett
Regulatory Counsel for Policy, OSI, CDER, FDA

View when you scroll over a session

DIA 2018 Learning Formats and New Session Format Options

Meredith O. Kaganovskiy, CMP
Sr. Project Manager, Annual Meeting - DIA



Learning Formats



DIA 2018
GLOBAL ANNUAL MEETING
BOSTON | JUNE 24-28

driving insights to action!

Cut Through the Noise: Maximize Your Time, Create a Custom and Memorable Meeting Experience

DIAMond Sessions

- Acclaimed panelists from around the world participate in open conversations on controversial topics
- 90 minutes



Content Hub

- Led by DIA Community Members
- 30 attendees, 30 minutes
- Designed to have high-interaction between audience and speaker
- Relaxed, casual learning environment



Concurrent Educational Sessions

- Traditional workshops or interactive educational format
- Panel discussions or didactic presentations
- 60-75 minutes
- Over 175 sessions spanning 12 educational tracks



DIA
2018



GLOBAL
ANNUAL
MEETING

Engage & Exchange

- Peer-to-peer information exchange
- Collaborative learning
- 10 minute presentation/ 30 minute small group discussions/20 minutes of sharing
- 50 attendees, 60 minutes



Innovation Theaters

- Exhibitor-led and sponsored
- Held in the Exhibit Hall
- Limited seating
- 45 minutes



Community Round Tables

- Led by DIA Community Members
- Content topics discussed are based off of concurrent educational sessions
- Intimate and conversational, 60 minutes
- Designed to carry learning and debate from sessions to real-life application and discussion



By connecting key policy discussions to real-world knowledge, your attendance will accelerate your growth and your organization's performance in the new medical product development ecosystem. Engage with global decision-makers and influencers that you would not otherwise have access to. This meeting offers an array of learning formats to diversify and customize your experience while maximizing your time at DIA 2018.

New Staging Arrangements to Consider



Talk Show

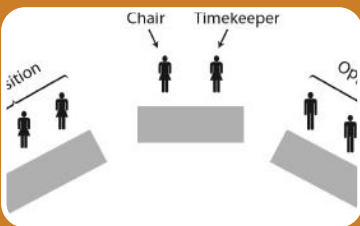
- Panel discussions
- This set is perfect for hosting a conversation of 2 or more panelists; no head table is used, panelists often sit in nice chairs set in a semicircle to allow panelists to connect with one another and the audience

Similar to our DIAMond session staging



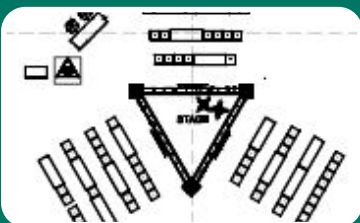
Runway

- Didactic
- Works best with 1 speaker presenting at a time; great for story telling, this set brings the speaker closer to the audience; speaker(s) must be comfortable walking while talking.



Debate

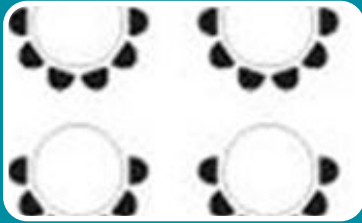
- Didactic
- Ideal for presenting opposing sides of an issue; the stage to be set with two lecterns or sets of tables with a central head table for moderators



Theatre in the Round

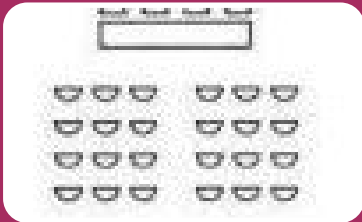
- Didactic or small moderated discussion
- Staging enhances presentations that can be shared via a storytelling method or via a moderated conversation; great for introducing a more immersive environment; allows for a strong connection between the speaker(s) and audience
- Warning: this is a 360° stage; speakers must be comfortable with being surrounded by the audience

Seating Arrangements to Consider



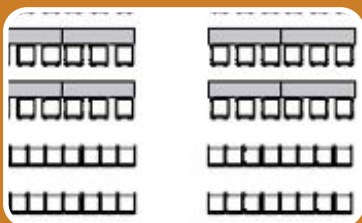
Cabaret or Crescent Round Sets (Workshop Rooms)

- Either interactive or didactic presentations
- This seating style is great for bringing the audience in closer to the speaker(s). Works well for speakers that enjoy the storytelling method of presenting; seating works for both audience discussions or didactic presentations



Theatre Set

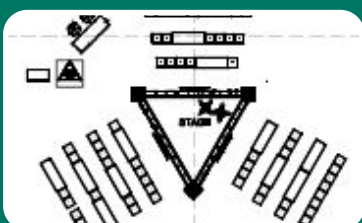
- Didactic
- Traditional meeting room seating; rows of tables with chairs or just chairs set facing the stage
- Ideal for topics that are meant to be informative and often have a large amount of data to present



Mixed Seating

- Didactic
- A combination of classroom style, theatre seating, crescent rounds, and high cocktail tables give attendees the opportunity to choose how they would like to sit or even stand during the presentation.

NEW



Theatre in the Round

- Didactic or small moderated discussion
- Staging enhances presentations that can be shared via a storytelling method or via a moderated conversation; great for introducing a more immersive environment; allows for a strong connection between the speaker(s) and audience
- **Warning:** this is a 360° stage; speakers must be comfortable with being surrounded by the audience

NEW

Session Tools

▶ Audience Response System (ARS)

- Our system allows presenters to embed interactive activities directly into their presentation. The audience responds via SMS texting on their phones or through the DIA App.
- Can be utilized with any session room format

▶ CatchBox

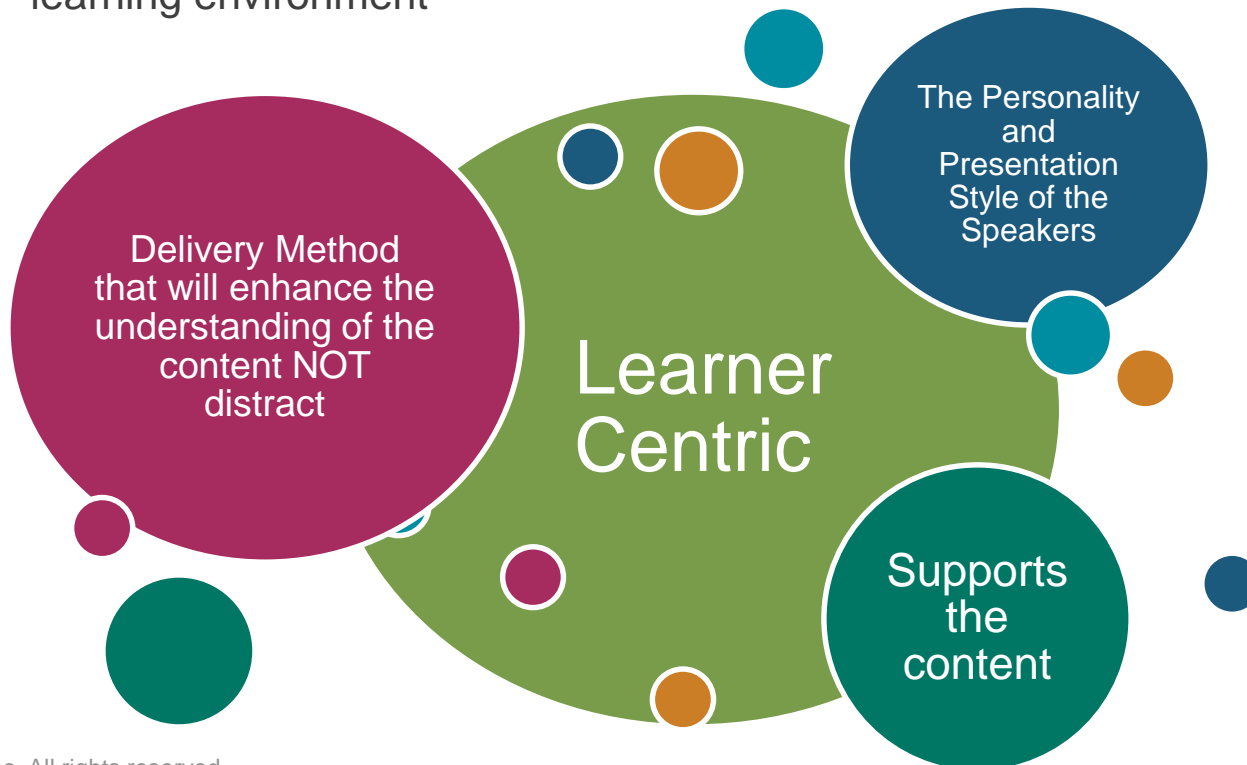
- A tossable microphone that makes Q&A lively
- Most effective in a workshop room set (e.g. crescent rounds)



How Do We Know Which Meeting Format is the Right Choice?

▶ **DIA will be reaching out to session chairs to:**

1. Provide the NEW menu of staging and seating options available for the 2018 Annual Meeting
2. Request completion a brief session format survey
3. Work directly with sessions that are interested in trying a more interactive learning environment



Building A Strong Session and Putting Forward Focused Presentations

Kim Quaintance-Lunn

Vice President, Regulatory Policy, NA
Bayer U.S. LLC

Member of the DIA Annual Meeting Program
Steering Committee

Leigh Shultz, PhD

Associate Vice President, Project
Management

Merck & Co., Inc.

Member of the DIA Annual Meeting Program
Steering Committee

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Planning is the Key to Success



Overall Logistics

- ▶ **Agree on how you're going to work together**
 - How often will you meet?
 - Try to schedule regular calls early with everyone... trying to schedule ad hoc calls can be tricky (or impossible)
- ▶ **Set a timeline/deadline for the various activities**
 - In addition to the DIA deadlines, set your own interim milestones to make sure you get things done
 - FOLLOW UP with your speakers on slides and any other commitments – offer help if needed
 - Ensure you leave time for speakers to get their slides cleared by their employers, if applicable (especially if they have to do so with drafts before they can share those with you)
 - Proactively reach out to DIA for clarification if you're not sure – don't wait for the reminder
- ▶ **The Session Chair is accountable**
 - Set meetings, follow up on timelines, send reminders, etc.

Session Focus

- ▶ What are the 2-3 key ideas that participants should take away from your session?
- ▶ Constantly refer back to your session overview and learning objectives:
 - Are your presentations consistent with the overview?
 - Will they meet the learning objectives?
 - If you answer no to either, what needs to change? The presentations, the overview, or the learning objectives?

Your session overview and learning objectives can (and should!) be updated as needed.

Think outside the box

- ▶ Consider different ways of presenting information
 - Presentations, Panel Discussions
 - Live Polling
 - Debate
 - If you don't have a case study, can you make one up?
- ▶ Consider different room layouts
 - Theater in the round, catwalk, seated panel (with or without a head table) vs. podium presentations

You have experts – manage them appropriately

- ▶ Your role as session chair is to lead these experts for 60-75 minutes
 - What expertise and perspective do they bring? Make sure you leverage it!
- ▶ Weave key takeaways throughout the session, but watch for redundant content
 - Repetition of a message can be good when appropriate, but redundancy of message is not!
 - Ideal if speakers refer to points that other speakers in the session made – requires coordination in advance
 - Ask your speakers to end their presentations with a takeaways summary slide
- ▶ Rehearse in advance
 - By teleconference, before the meeting
 - In person, at the meeting
 - Time the presentations and make sure you leave time for Q&A

Timing is key...

- ▶ Ask your presenters to arrive in the room at least 15 minutes before the session – reduces anxiety for you!
 - Ensure you have contact info as well for any last minutes issues
- ▶ Nothing derails a great session more than by having one (or more!) of your speakers speak *much* longer than you budgeted...
 - Review slides in advance – good rule of thumb is no more than 1 slide per minute of presentation time
- ▶ Not having adequate time for Q&A is a common complaint – don't let this happen to your session
 - Agree up front with your speakers that you will give them a time check if needed

Speaking of Q&A ...

- ▶ Prepare a few questions to kick things off, just in case
 - Share your questions with the panel in advance to allow them to prepare
 - Consider prompting people who you know will attend the session to ask questions (personal touch)
 - Ask your panelists if there is a point that they want to make that wasn't in their presentation, or something they want to emphasize. These make great questions!

Don't forget your manners! Thank your panelists!

- ▶ At the session and via email after
 - Some session chairs take their panels out for a meal at the Annual Meeting as a chance to socialize and agree on any last-minute items

Next Steps and Deadlines

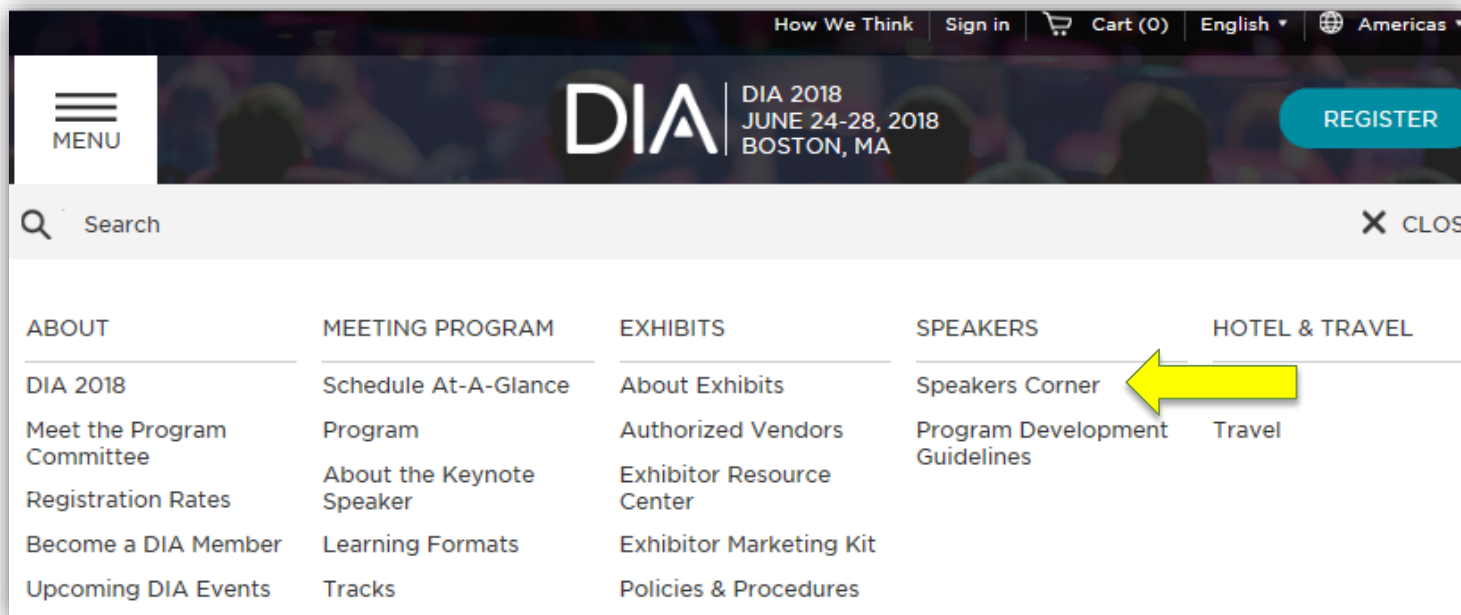
Maureen Lamplugh
Annual Meeting Project Specialist - DIA

DIA

Speakers Corner: Your 1 Stop Shop for DIA 2018

- ▶ Speakers Corner is located on the DIA 2018 website and is the **GO TO for ALL PROGRAM PARTICIPANTS** for core pieces of planning information

<http://www.diaglobal.org/Flagship/DIA-2018>



The screenshot shows the top navigation bar of the DIA 2018 website. The header includes links for 'How We Think', 'Sign in', 'Cart (0)', 'English', and 'Americas'. The main navigation menu is displayed below, with a yellow arrow pointing to the 'Speakers Corner' link under the 'SPEAKERS' category. The menu items are as follows:

ABOUT	MEETING PROGRAM	EXHIBITS	SPEAKERS	HOTEL & TRAVEL
DIA 2018	Schedule At-A-Glance	About Exhibits	Speakers Corner	Travel
Meet the Program Committee	Program	Authorized Vendors	Program Development Guidelines	
Registration Rates	About the Keynote Speaker	Exhibitor Resource Center		
Become a DIA Member	Learning Formats	Exhibitor Marketing Kit		
Upcoming DIA Events	Tracks	Policies & Procedures		

Accessing and Navigating Speakers Corner

► [Log in](#) with your DIA user id and password

← Back to DIA 2018

SPEAKERS

SPEAKERS CORNER

SPEAKER RESPONSIBILITIES

PROFILE DISCLOSURE

PROGRAM DEVELOPMENT GUIDELINES

CALL FOR SPEAKERS QUESTIONS?

Contact: The Annual Meeting Team

✉ [Send Email](#)

CONTACT US

Speakers Corner

Welcome to Speakers Corner. This is where you will find up to date information pertaining to your participation as a chair or speaker at DIA 2018, June 24-28, 2018, in Boston, MA.

Please review the [Program Development Guidelines](#) that includes important information about your participation.

Important Dates for Chairs and Speakers

April/May Deadlines

- Thursday, April 12: Deadline for information to be included in printed Final Program
- Wednesday, May 2: PowerPoint templates available, with instructions for uploading presentations

June Deadlines

- June 15: Final deadline to upload presentations
- June 18-22: Review of presentations by chairs and DIA staff - Follow-up with speakers as necessary
- June 24-28: DIA 2018 Global Annual Meeting, Boston Convention and Exhibition Center, 415 Summer Street, Boston, MA

List of Action Items- Make sure...

- ▶ **you have a completed disclosure and speaker release information on file for DIA 2018**
 - Prior to the meeting, program participants without a completed disclosure and/or speaker release on file will not be able to participate in the program - *per our accreditation providers' guidelines*

- ▶ **DIA has the most complete session information on file**
 - **FASTEST way to check** – view the online program at <http://www.diaglobal.org/en/flagship/dia-2018/program/sched>
 - **For the printed program, all program information must be complete/final by April 12, 2018.** Additional session information received after the April 12 will appear within the DIA App and online program agenda.

- ▶ **DIA has your photo and bio on file**

Summary of Important Dates:

- ▶ **April 12** – deadline for information submitted to be included in the final printed program. Updates can still be submitted and they will be updated in the DIA mobile app and online Program Agenda
- ▶ **Last week of April** – DIA PPT templates to be made available
- ▶ **May 2**- EPAC website opens for PPT upload and email sent from EPAC administration with instructions on how to upload presentations
- ▶ **June 15**- final deadline for upload to allow review time
- ▶ **June 18-22** – presentation review period

Additional information on these deadlines will be shared via email and discussed during part 2 of this webinar (May 1)

Need Assistance

- ▶ Whenever you have a question or need assistance, please send an email or call Maureen Lamplugh at:
 - AnnualMeetingProgram@DIAglobal.org
 - +1-215-442-6115



It's Q&A Time!

We'll do our best to triage as many questions as possible.



DIA

NEW/MORE Session Planning Resources Coming Soon!

- ▶ **Session Planning Check List**
- ▶ **DIA 2018 Fact Sheet**
 - a high level summary of information to aid in your session planning
- ▶ **Session Chair/Speaker Training Module**
- ▶ **Program Participation Readiness WEBINAR – Part 2**
 - May 1, 2018 from 11:00 AM – 12:00 PM ET
 - Highlights include:
 - Using our EPAC slide management system
 - Giving Effective Presentations
 - On-site Expectations



Thank You for Attending!

- ▶ Call/write with questions, and ...
- ▶ We look forward to a very exciting and productive meeting in June!

