

Speaker Guidelines for CME Presentations

(as of August 27, 2007)

Scientific Integrity

Individuals giving presentations at CME courses and conferences should follow these guidelines so that materials are evidence-based, objective and balanced:

- Chose information for your presentation based on the best clinical information available. For more detailed information refer to the Levels of Evidence & Grades of Recommendation for Therapy, Prevention & Harm posted on the CME website (www.cme.ucalgary.ca) at <http://cme.myweb.med.ucalgary.ca/CourseDevtResources>
- Ensure recommendations meet accepted standards of scientific integrity and are consistent with common and/or local practice.
- Ensure balance of the prevailing body of scientific information on the product or service and if reasonable, alternative treatment options
- If unapproved uses of a product or service are discussed, inform the audience.

Disclosure of Conflicts of Interest

In order to comply with national and provincial standards and accreditation guidelines governing the relationships between industry and educational and professional organizations, it is necessary for all CME presenters to be familiar with current disclosure policy and procedures:

- Faculty must disclose any affiliations with manufacturers of products of service providers mentioned at the event or with manufacturers of competing products or providers of competing services.
- Guidelines for disclosure are contained in all speaker information packages. They are also posted on the CME website (www.cme.ucalgary.ca) at <http://cme.myweb.med.ucalgary.ca/CourseDevtResources>
- All presenters at CME events are asked to fill out and return the disclosure form enclosed in your speaker package. Should you have anything to disclose, it is most important that you indicate on this form how you intend to resolve any potential conflict of interest.
- At the beginning of your presentation, (i.e., slide #2), please provide a disclosure statement. Succinctly disclose any involvement you have had with clinical trials, research or funding related to your topic that may be perceived as a potential bias to your presentation. If you have not had any involvement, please make a short statement to this effect.

Copyright

The University of Calgary has a comprehensive set of guidelines pertaining to the Copyright Act, an important piece of federal legislation designed to protect the ownership of an idea. In summary, CME presenters should keep in mind that:

- Single copies of an insubstantial proportion (10% or less) of a published work for personal use is allowed.
- While it is legal to copy another's work for inclusion in a PowerPoint presentation, these slides must not be printed out and distributed.
- This legislation cover all information in print, electronic (CD-ROM, Internet) audio and video formats.
- The distribution of complete journal or other print articles as handouts is subject to a license fee under the University of Calgary ACCESS COPYRIGHT agreement. The cost for this is \$0.10 per page per copy. Providing a bibliographic reference or link to this article is not subject to a license fee and, therefore, preferable.

More information about these guidelines with links to more comprehensive information is available on the CME website (www.cme.ucalgary.ca) at <http://cme.myweb.med.ucalgary.ca/CourseDevtResources>

Handouts

Handouts are highly valued by participants because they reinforce and clarify verbal information and aid recall. Here are some things to consider when preparing handouts:

- PowerPoint slides make effective handouts when they are printed in black and white with the background removed.
- PowerPoint slides are printed with 3, 4 or 6 slides per page depending on the number of slides and the density/clarity of material on the slides.
- Limit the amount of information on each slide. Small font sizes and an overload of material on any one slide makes duplication difficult.
- If you elect to provide a text-based handout, point form is more effective than paragraphs.
- Include important ideas and significant information from your presentation
- Include 3 key message on the last slide or portion of your handout
- Copyright guidelines apply to all educational materials. The Office of CME & PD reserves the right to edit material that will contravene copyright. Refer to the summary above or the CME website (www.cme.ucalgary.ca) at <http://cme.myweb.med.ucalgary.ca/CourseDevtResources> for more information.