SPEAKER HANDBOOK

KEY DEADLINES
SGNA 43rd Annual Course
May 20-24, 2016
Seattle, Washington

KEY DATES & DEADLINES

October 9, 2015
- Submit required speaker and session information in the SGNA Database by following the customized link sent to you by SGNA
  - If you need assistance putting in your information, please contact Cassie Ehrhart at SGNA Headquarters: cehrhart@smithbucklin.com

February 5, 2016
- Upload your syllabus materials (presentation slides, PDFs, any supplemental presentation materials, etc.) to be distributed to all course attendees

After the Annual Course
- Honorarium check – will be mailed to the address you list in the SGNA Database by early July, 2016
- Evaluation Results – will be sent as a link via email in early July, 2016

SGNA Speaker Handbook
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Society of Gastroenterology Nurses and Associates, Inc.
43rd Annual Course
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SGNA Mission and Purpose

The Society of Gastroenterology Nurses and Associates is a professional organization of nurses and associates dedicated to the safe and effective practice of gastroenterology and endoscopy nursing. SGNA carries out its mission by advancing the science and practice of gastroenterology and endoscopy nursing through education, research, advocacy, and collaboration, and by promoting the professional development of its members in an atmosphere of mutual support.

SGNA's 43rd Annual Course Goals

The goals of the SGNA 43rd Annual Course are to:

- Present information about current and emerging diagnostic and therapeutic techniques in gastroenterology/endoscopy and their application to the art and science of nursing.

- Establish a forum for networking and exchange of ideas among participants for the purpose of improving nursing practice and patient care.

- Provide education on a range of clinical and professional topics at levels from novice to expert to encourage attendees to expand knowledge.

Publishing Abstracts

2016 SGNA Annual Course Abstracts will be PUBLISHED in

Gastroenterology Nursing

SGNA would like to publish your accepted abstract in the *Gastroenterology Nursing* Journal in 2016.
We will be submitting the abstracts we have received to GNJ for layout and print. Any insufficient or absent abstracts will be omitted. Please review the abstract you submitted and make sure it is what you would like printed.

- ✎ If you would like to make any changes, please email your new version to cehrhart@smithbucklin.com
- ✎ All abstracts MUST be less than 200 words.
- ✎ Any changed abstracts must be received NO LATER than **October 9, 2015**!

Please feel free to call or e-mail Cassie Ehrhart at SGNA Headquarters with any questions: 312-673-5507 or cehrhart@smithbucklin.com.

2016 Annual Course Key Contacts

Program Committee Chair
Eileen Babb, BSN RN CGRN

Concurrent Sessions Coordinator
Krista Grosvenor, BSN RN CGRN

Staff Contact
Cassie Ehrhart
312-673-5507
cehrhart@smithbucklin.com

General Sessions Coordinator
Jeanine Penberthy, MSN RN CGRN

Optional Sessions Coordinator
Bonnie L. Streeter, MSN RN CGRN

Associate Executive Director of Clinical Affairs
Cynthia M. Friis, MEd BSN RN BC

Guidelines for Faculty Presentations

1. **Presentation content should not be in conflict with current SGNA policies or positions.**
   Example: If you are presenting on endoscope reprocessing, be sure to check the Standards and Guidelines page of the SGNA Web site: http://www.sgna.org/Education/StandardsandGuidelines.aspx for SGNA's current guideline entitled *Standards for Infection Control in Reprocessing of Flexible Gastrointestinal Endoscopes (2012)*.

   If you have a question on how your presentation may or may not be in conflict with a current SGNA policy or position, contact a Program Committee member or SGNA Headquarters.

2. **Content should be generic and focused on concepts.**
   2.1 Exhibiting, promoting and selling products may not take place during an educational activity. Example: If your presentation includes information on endoscopes, no one manufacturer should be promoted over another.
   2.2 The content or format of a contact hour activity or its related materials must promote improvements or quality in nursing and health care.
   2.3 All materials used for the educational activity must be free from commercial bias.
      2.3.1 Slides, handouts or other materials presented to the learner must not display any logos or other trademarks of a Commercial Interest Organization
   2.4 Presentations must give a balanced view of therapeutic options (i.e., use of generic names vs brand names). If the contact hour educational material or content includes trade names, when available, trade names from several companies should be used, not just trade names from a single company.
   2.5 SGNA policy specifies that products or services are never endorsed.
   2.6 Notify learners if the presentation mentions any product used for a purpose other than that for which it was approved by the FDA.

3. **Disclose any conflicts of interest at the beginning of your presentation, if applicable.**
   Anyone with a conflict of interest must disclose this fact, with whom the conflict is with, and that the conflict was resolved. If you do not have a conflict of interest, you are not required to disclose that you do not.

4. **Indicate the experience level for which your presentation is intended.**
   This will help attendees select sessions to meet their needs and expectations. Experience levels will be based on Benner's Stages of Clinical Competence.

   Novice: Beginners have had no experience of the situations in which they are expected to perform. Novices are taught rules to help them perform.

   Advanced Beginner: Advanced beginners are those who can demonstrate marginally acceptable performance and have had some prior experience.

   Competent: Competence, typified by the nurse who has been on the job in the same or similar situations two or three years, develops when the nurse begins to see his or her actions in terms of long-range goals or plans. The conscious, deliberate planning characteristic of this level helps achieve efficiency and organization. The competent nurse lacks the speed and flexibility of the proficient nurse.

   Proficient: The proficient performer perceives situations as wholes, has improved decision making and takes into account the nuances of a situation.

   Expert: The expert performer has an enormous background of experience and has an intuitive grasp of each situation. The expert operates from a deep understanding of the total situation. His/Her performance is highly proficient.

   Reference: Benner, P. (1984). From novice to expert: Excellence and power in clinical nursing practice. Menlo Park: Addison-Wesley, pp. 13-34.

5. **Dress appropriately and professionally for your presentation.**

6. **Following your presentation, please allow time for question and answer with the attendees.**
   After an attendee has asked a question, please repeat the question for the entire audience to hear.

NOTE: All speakers will receive a speaker badge to display their name and credentials. This does NOT serve as an attendee badge. If you would like to attend any educational courses or events, please register with SGNA.

Tips for Preparing Effective Visual Tools

Remember that audio/visual tools are used to supplement your presentation and reinforce key points. Be sure to keep this in mind when designing your slides.

General information for visuals

1. Design images so that information to be presented is centered on the image area of the screen. Make letters and numbers as large as possible so they are visible to attendees farthest from the screen.

2. For average back-row viewing distances, large letter height is advised. Use a maximum of 5-6 words per line and a maximum of 4 lines of copy per slide. For optimum effect, use 10 or fewer words on a slide. Use strong, bold, sans serif typefaces (such as **Arial**) for reading ease.

3. Avoid using all upper case as they are difficult to read. Provide ample spacing between words and letters.

4. Keep word choices simple. Use active words, short sentences. Projected images should reinforce spoken words.

5. Use illustrations and drawings whenever possible to keep visuals should be crisp and dynamic.

6. Use vibrant colors. Use a striking contrast between words, graphics and background.

7. All images must be in a **HORIZONTAL** or **LANDSCAPE** format. This allows for a maximum size.

8. Rehearse your presentation. SGNA's Speaker Ready Room is available for this purpose. Participants appreciate a presentation that is not read to them. Audio-Visual equipment will also be available in the Speaker Ready Room to practice with.

9. If you require sound to be used from your computer file, make a note on your A/V request when submitting information to the SGNA database so that the proper cables are ready in the room.

10. If you require a specific room set-up, include this in your A/V Request. Note: Unless previously discussed with Headquarters staff, Concurrent Sessions will be set up as classroom style seating.

SGNA will provide the following:
- ➢ A laptop, the projector and cables. This is **NOT** a personal laptop for each speaker, but rather a laptop for each session room.
- ➢ Pre-loaded presentations on each laptop. Bring a backup thumb drive with you.

Note that the laptops provided are PC laptops. If you have a Mac or iPad and plan to use it instead of the provided computer, you are responsible for bringing the appropriate connector.

NOTE: Faculty reimbursement for the cost of producing audio-visual material such as slides, videos, CDs, etc. is NOT allowable per SGNA policy.

Syllabus Preparation Guidelines

Submission for course syllabus

Syllabus material should be informative. The material should cover the basic ideas and data presented during the lecture. Please do not submit a sketch outline or a verbatim script of your presentation.

> **Eight (8) pages per contact hour of the presentation are allowed.**
> Example: A session offering 2.75 contact hours will be allowed 22 syllabus pages, or a maximum of 132 slides.
> Manuscripts that exceed this limit will be returned to the author for modifications.
>
> Submitted presentations will be formatted to 6-slides per page.

SGNA will provide a standard cover sheet in the syllabus, listing the title, session code, faculty and contact information and the learning objectives for the session, as submitted online in the SGNA Database. We will reproduce your manuscript directly from the electronic file you upload. **Manuscripts will not be proofread**, so be sure that you are comfortable with both the content and the accuracy before submitting your manuscript!

SGNA will format the handout version of your presentation as your syllabus material. PowerPoint presentations will be provided as 6 slides per page unless otherwise noted.

Please keep in mind when creating your presentation:

1. **Font design** - when submitting electronically, please use **Arial** or **Times New Roman** font. Other fonts may not transfer properly between various computers.
2. **Proofreading** - Your syllabus material will NOT be proofread, edited, or rewritten by SGNA. Any errors in your original pages will appear in the published syllabus.
3. **Reference citations** - each manuscript must include at least three current (within 5 years) reference citations related to the topic.
4. **Your materials will be submitted to Headquarters by uploading it to the SGNA Database.** Please contact Cassie Ehrhart if you need assistance.

NOTE: No copying facilities for syllabus or other handout-type material will be available on site courtesy of SGNA. All written materials – objectives, diagrams, reprints, etc., must be contained in your syllabus materials.

> Reproduction and distribution of any materials not submitted to SGNA HQ to be in the syllabus will be **at your own expense.**

Any questions regarding content or policies:

Eileen Babb, BSN RN CGRN

Any other questions:

Cassie Ehrhart
312-673-5507
cehrhart@smithbucklin.com

SAMPLE SLIDES

Stepping Forward — Connecting with Our GI Community

Applying for Contact Hours
Cynthia M. Friis, MEd BSN RN-BC

SGNA 42nd Annual Course
May 15-19, 2015 • Baltimore, Maryland

The Society of Gastroenterology Nurses and Associates, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.

Disclosure: Relationships with commercial interest organizations whose products are related to program content include: None

SGNA 42nd Annual Course
May 15-19, 2015 • Baltimore, Maryland

Objectives:

1. Discuss the SGNA Approver Unit.

2. Review updates to the Approver Unit process and application for nursing contact hours.

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SGNA's Commitment to Competency

Maintain Approver and Provider unit accreditation through the ANCC (credentialing arm of the ANA)

Require SGNA Regions to provide 6 contact hours annually to maintain charter

Designate headquarters staff specifically to Approver and Provider units

SGNA 42nd Annual Course
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✓Title and Presenter name
✓SGNA Annual Course template
✓Conflict of Interest Disclosed
✓Objectives of session clearly stated
✓Readable, clean font

Release Statements and Disclosure

Complete online in the Speaker Resource Center.

I.   **COPYRIGHT RELEASE**
As a presenter of an educational session at SGNA's 43rd Annual Course, I will obtain written permission to reprint copyrighted material from the copyright holder. I will also include the permission statement on the syllabus materials I submit for this educational session. My signature below indicates that I agree to assume complete responsibility for meeting copyright law provisions.

II. **PRESENTATION RELEASE**
Throughout the year SGNA reviews Annual Course presentations to be used as potential online learning modules. Offering online education is a great way to increase the knowledge of SGNA members unable to attend the course, as well as the larger gastroenterology and endoscopy community. These online modules have replaced the audio and video modules that were previously available after each Annual Course.

RELEASE STATEMENT
As a presenter at SGNA's 2015 Annual Course, I give SGNA permission to use my presentation and to make copies available online for purchase to SGNA members and associates of this organization after the conference.

III. **FACULTY CONFLICT OF INTEREST DISCLOSURE DECLARATION**
It is the policy of the Society of Gastroenterology Nurses and Associates, Inc. (SGNA) that all faculty participating in any SGNA-sponsored educational program must disclose any actual, potential or perceived conflicts of interest that may have a direct bearing on the subject matter being presented. Conflict of interest disclosure should be provided prior to the start of the program.

Such conflict may include, but not be limited to:
1. Any impropriety or perceived impropriety between the official activities of SGNA and paid or unpaid activities for other professional organizations.
2. Any speaker having a relevant relationship with a *commercial interest organization which includes but is not limited to receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (e.g., stock), grants, contracts, or other financial benefit directly or indirectly from the commercial interest organization.

It is not the intent of this policy to prevent a speaker with potential conflicts of interest from making a presentation. However, it is imperative that these relationships be identified and resolved to ensure the integrity of the content.

*Commercial interest organization, as defined by ANCC, is any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients.