



HALIFAX
2023

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Speaker Guide

Thank you for agreeing to speak at the CPS Annual Conference 2023.

We are delighted to welcome you and hope you enjoy and benefit from your participation in the program. Working closely with you is a high priority for us. If you have any questions or need assistance with your presentation, please contact meetings@cps.ca

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Speaker Responsibilities

Speaker Agreement and Disclosure

Confirmed CPS conference speakers are required to complete their [Speaker Agreement and Disclosure Form](#) forms. You must complete the forms online within one week of confirming your availability to present.

Conference Registration

All conference speakers receive a complimentary registration to the conference which provides access to all conference proceedings from Thursday, May 25 to Saturday, May 27.

- A personal profile has been created for you in the online conference platform, but you will need to register and update if needed.
- You will be provided a code to register as complimentary.
- Speakers must pay for additional costs outside of usual registration fees such as social events.

These steps ensure receipt of your conference badge, which you will need to access session rooms and conference functions. CPS will also require a colour headshot (photo) and a brief biography of 250 words to create your speaker profile for conference promotion. **REGISTRATION WILL BE OPEN FEBRUARY 10, 2023**

These items are to be supplied via the following registration

link: <https://na.eventscloud.com/ereg/index.php?eventid=706327&>.

Deadlines

As a conference speaker, you have not only agreed to present but also to provide information by specific deadlines, as follows. To execute a conference of this scope and size, your compliance with the deadlines below is most appreciated.

Due Date	Action	Details	Applicable Speakers
One week after confirming availability	Speaker and Disclosure forms	Complete the online Speaker Agreement and Disclosure forms.	All
Dec 19, 2022	Headshot and Biography	This information can be added to your profile through the following link https://na.eventscloud.com/ereg/index.php?eventid=706327& .	All
Mar 6, 2023	Hotel & Travel Arrangements	Travel bookings must be made through the CPS official travel agent. An email will be sent to applicable speakers.	General Sessions, Subspecialty Sections
Mar 14, 2023	Registration	You will be provided a code to register as complimentary.	All
May 19, 2023	Handouts	Submit handouts to CPS through the registration site.	All
May 22, 2023	Presentations	Speakers <u>must</u> upload their presentations through the registration site prior to the start of the conference.	All
June 30, 2023	Expenses	Expense forms will be emailed following the conference to applicable speakers.	General Session, Subspecialty Sections

Speaker Resources

Updates and important information are available through the conference site. Please check the site periodically for announcements, reminders, and other late-breaking information. The conference website can be accessed through <https://na.eventscloud.com/website/48334/>.

Speaker Travel and Expenses

Expense Coverage

The CPS Annual Conference has adopted the following policy on speaker expense approval and reimbursement to maximize the financial wellbeing of the CPS Annual Conference, in the best interests of the CPS. Expense coverage, including complimentary registrations, are non-transferrable.

Proposal Speakers:

A proposal speaker is defined as a presenter whose general proposal was submitted to and accepted by the Annual Conference Committee. A proposal speaker receives complimentary conference registration. Proposal speakers must pay for additional costs outside of usual registration fees, such as attendance at social events. Proposal speakers will be required to pay for travel, accommodation, and all other out-of-pocket expenses.

Invited Speakers:

An invited speaker is a speaker who has not submitted through the general proposal process. Invited speakers approved by the Annual Conference Committee will be reimbursed for the following expenses:

Expense	Maximum reimbursement	
	Non-Local	Local
Airfare & Train	Lowest economy fare with seat selection/\$850 maximum, fees to check 1 piece of luggage	-
Ground Transportation	Up to a maximum of \$150	\$50
Accommodation	1 night's accommodation at one of the conference hotels: Sutton Place Hotel or Prince George Hotel, at the conference rate*	-
Meals	Up to a maximum of \$75/day	Up to a maximum of \$75/day
Conference Registration	Waived	Waived
Parking	-	\$50

*If presenting on more than one day, this can be adjusted accordingly to a maximum of two nights.

Expense Form

Expense forms will be emailed following the conference to applicable speakers. Completed expense forms must be accompanied by all receipts and submitted to the CPS Education Department meetings@cps.ca within 30 days of your presentation date, and no later than June 30, 2023.

Travel Arrangements

Air travel is covered for invited speakers when booked through Plus Travel Group, the only CPS designated travel agency. **Travel arrangements made by any other means will not be reimbursed by the CPS.** CPS will be billed

directly from Plus Travel Group for your air travel. For speakers outside Canada and the U.S., see international travellers below.

The most economical means of travel available must be booked. To take advantage of the best fares, **contact Plus Travel Group at least 30 days before booking a flight.** Not booking within this 30-day period means a speaker will pay the difference for any higher fare. Also, if the cost of an airline ticket exceeds \$850, the speaker may be asked to use a complimentary (comp) ticket. Passengers using comp tickets cannot be upgraded to first class and do not earn mileage. The CPS appreciates your cooperation and understanding of our need to control expenses. CPS will also reimburse the cost of one checked bag (maximum of \$25).

Travel arrangements must be booked by March 6, 2023. Details will be sent to applicable speakers by email in February.

Plus Travel Group (Designated Travel Agency)

Nadia Hamida

Senior Travel Consultant

T: 905-212-2512 | TF: 800-254-7598 ext. 284

nadia.hamida@plustravelgroup.com

Notes:

- Travel must be approved by CPS.
- Once an airline ticket is issued, any costs incurred for changing an itinerary for personal reasons are the speaker's responsibility. This includes changes to accommodate non-CPS meetings taking place at the conference. The CPS does not cover cancellation insurance or the travel expenses of accompanying guests. All exceptions to policy or requests to change an airline ticket are reviewed by CPS staff on a case-by-case basis.
- Plus Travel Group can also book airfare for your family using your personal credit card.

International travellers

Invited speakers travelling to the CPS conference from outside of Canada and the U.S. are **not** required to book through the CPS travel agent. The CPS will reimburse airfare to a maximum of \$1000 (Canadian) when an itemized receipt from the airline is provided. Speakers are responsible for paying the difference for airfares exceeding \$1,000.00.

Ground transportation

The CPS covers the lowest fares available to invited conference speakers travelling to the CPS annual conference by train or bus. First class train travel on a short run (e.g., Ottawa-Montreal, Toronto-Montreal) where costs do not exceed economy airfare will be considered. **Rental car fees and limousine service are not eligible for reimbursement.**

Personal car expenses are reimbursed at the rate of .55¢ per km to a maximum cost of economy airfare to the same destination. When an event is held in their hometown, speakers may claim to a maximum of \$50.00 per day for car or other ground transportation expenses.

The CPS covers taxi transportation between the traveller's home and airport or train station and the hotel and back to a maximum of \$150.00 with appropriate original receipts and as per the CPS Travel Expense form.

Accommodations

For invited speakers living outside of Halifax who require hotel accommodation, the CPS covers room costs and taxes for one night's accommodation at one of the official conference hotels:

Sutton Place Hotel (conference rate: \$249/night) or Prince George Hotel (conference rate: \$269/night). A second night's stay may be covered depending on where speakers are travelling from and available flights.

Make your reservations online starting in **January 2023**. A link to the hotel booking site will be provided in January. Book as early as possible as rooms may sell out. Book no later than the cut-off date of **April 21, 2023**. Accommodations in the conference hotel cannot be guaranteed after the cut-off date.

CPS will be billed directly from the hotel for your one night's accommodation.

NOTE: Bookings made at a different hotel will not be reimbursed by the CPS.

In special circumstances, the CPS may pre-approve the costs of staying at an alternate hotel, but only to a maximum of the conference hotel rate. CPS staff must authorize such arrangements, and speakers must cover all costs onsite and submit itemized receipts, with a completed CPS Travel Expense form following the conference.

Meals and incidentals

Meals and incidentals are covered for invited speakers for two days when itemized receipts are received. The day of your talk and the day prior or after will be reimbursed via the CPS Travel Expense form. Meals may be reimbursed for additional days when pre-approved by CPS and itemized receipts are received.

Meal costs are reimbursed as follows (to a maximum of \$75.00 per day):

- Breakfast – \$25.00
- Lunch – \$25.00
- Supper – \$50.00

The CPS does not reimburse costs for alcoholic beverages or for alternate meals when a scheduled meal is provided (e.g., for a luncheon symposium or trade show lunch).

COVID-19 Protocols

Please note, for the Annual Conference in Halifax the Canadian Paediatric Society (CPS) will be following all Provincial Government Guidelines for COVID-19 that will be in place. We will be keeping abreast of the situation and all guidelines that are in place.

Preparation and Presentation Guidelines

Target Audience

Your presentation should have some information for each of the following target audiences:

- 1) general paediatrician,
- 2) paediatric subspecialist, and
- 3) paediatric residents and medical students.

Note: The Annual Conference Committee would like to remind speakers that not all conference participants work in tertiary care centers.

Session Formats

The CPS Annual Conference is the largest educational activity sponsored by the Canadian Paediatric Society. Because of the size of the conference and the number of topics covered it is necessary to offer a wide variety of formats. Each format has been carefully designed according to the principles of adult education. Each session is developed so that the format and topic work together to enhance the learning experience of the participants. Below are descriptions for each format to assist you in preparing your presentation.

Session Type	Attendance/Length/Set-Up	Speakers/Design/Materials
Plenary	1 hour 400-700 attendees Non-ticketed Theatre seating	1-2 speakers maximum Cutting edge topics Didactic only Cover the objectives as stated
Seminar	1 hour Approx. 75-150 attendees Non-ticketed Theatre seating	1-2 speakers maximum Combine brief didactic with case discussion and Q&A Cover the objectives as stated In-depth review/update
Workshop	1 hours Max 50 attendees Non-ticketed	2 facilitators Brief didactic only Cover the objectives as stated Case-based, small group discussion Interactive; hone a specific clinical skill Includes time for practice, interaction and discussion
Co-developed Sessions	1 1/2 hours 125-150 attendees Ticketed Seating at round tables Lunch or breakfast provided	1-2 speakers maximum Combine brief didactic with case discussion and Q&A Cover the objectives as stated In-depth review/update

Schedules for Plenaries, Co-developed Sessions, and Seminars

These sessions impart critical, cutting-edge information with broad implications. They are open to all conference attendees. They are moderated on a strict time schedule. Designed for conveying content quickly, they use a lecture format with about 15-20 minutes (or 25% of the session's time) at the end for questions and answers.

Seminar Schedule

- 5 minutes: welcome and introductions by Chairperson
- 15 minutes: presentation by speaker #1
- 15 minutes: presentation by speaker #2
- 20 minutes: questions and answers
- 5 minutes: closing and evaluation

Workshop Schedule

- 5 minutes: welcome and introductions by Chairperson
- 50 minutes in length
- 5 minutes: closing and evaluation

Co-developed Session Schedule

- 30 minutes: lunch
- 5 minutes: welcome and introductions by Chairperson
- 15 minutes: presentation by speaker #1
- 15 minutes: presentation by speaker #2
- 20 minutes: question and answers
- 5 minutes: closing and evaluation

Slide Format and Content

It is recommended that you coordinate your presentation with your co-presenter to avoid the duplication of material. If you plan to present a combined presentation together, you can prepare a combined slide deck for both of your materials. Regardless, the following guidelines must be adhered to when preparing slide content.

Slide requirements:

- **You must include a disclosure slide** at the beginning of your presentation. Refer to the conference website to obtain a sample of the disclosure slide.
- **Beware of plagiarism and copyrighted material!** If you use any elements (e.g., pictures, charts, graphs, etc.,) that are not your original work, be sure to cite the original source. If you draw heavily on another source, it is your responsibility to obtain permission to use it. The presenter must obtain written permission to use copyrighted material. For more information, download the **Use of Copyright Material in Presentations** guide from the conference website.
- **Obtain permission to use patient photographic images.** If facial pictures are used, the eyes or as much of the face as possible should be blocked to maintain anonymity, as is possible within your area of medical practice.
- **Product logos must not appear on slides.** The use of generic names should be used in addition to trade names.
-

Remember: Do not apologize for poor quality of slides. Instead, don't use them!

Helpful hints for formatting your slides:

- **Have sufficient slides to support your narrative.** For a speech as short as 10 minutes, eight slides are not enough. Give enough time between slides for people to read all content.

- **Present only one subject per slide.** Avoid detail and display only essential data. Busy slides are confusing. Use sequential slides to explain complex points. While it is tempting to include detail for the sake of accuracy, too much information reduces readability and obscures the point you are trying to make.
- **Aim for one slide per minute.** No slide should be on the screen for more than a minute; otherwise, they become hypnotic. If it takes longer to explain the slide and its concept, then the slide is too complex. Break the information up into smaller, simpler parts.
- **Aim for six words per line and six lines per slide.** Use key words, brief and concise phrasing, and no complex sentences. All slides should have a simple title.
- **Include definitions,** especially when abbreviations are used in your slides.
- **Use at least 32-point type.** Stick to two fonts throughout the presentation and use sans serifs (e.g., Helvetica and Arial) to avoid blurring.
- **Avoid CAPITAL letters:** They are hard to read and take up space. Also avoid underlining text. Bold lettering against a colored background is recommended for strong messages.
- **Ensure a high contrast between the slide background and font colour.** The more contrast the colours have, the easier it will be for audiences to read. Use a dark background with light text and graphics or a light background with dark text and graphics. Don't put text over a patterned background.
- **Avoid complex graphics and tables.** Instead, break complex diagrams into sections (one per slide) for better legibility. Use the same color combinations for all graphs and charts to avoid busy slides. Remember: A visual of any kind is only effective if it can be understood in the first 20 seconds on screen.
- **Test your slides for readability.** Make sure you can read each slide standing six feet away. Remember: time taken to decipher a slide is *not* spent listening closely to the speaker.
- **Outline your three main points in bold lettering on the last slide.** A concluding slide needs to be read in about five seconds, with focus on the speaker's verbal message. If this slide holds the audience's attention too long, the speaker's conclusion loses its impact.

Use of Copyrighted Material

Here are some general guidelines for the most common types of copyrighted works. For more information, download the **Use of Copyright Material in Presentations** from the conference website.

1. **Written Works** – There is a concept called "fair use" that is not clearly defined, but some people have used it to try to copy large sections of copyrighted works illegally. The basic concept is that you can quote another work without obtaining permission if you don't quote too much. There is no clear rule as to what "too much" is, but a guideline to use is a maximum of two paragraphs. You should always attribute the quote to the source text so proper recognition is given. If you want to use a longer portion of a written work, you will need to seek permission from the owner, which may be the author or the publisher.
2. **Drawings/Cartoons/Photographs** – Many people think that a photograph, cartoon, or drawing can be freely used once it has been published in a newspaper, book, or web site – that is not the case. Some images are released under the Creative Commons license, but there are different versions of this license, with many of them requiring attribution on the slide or even requiring you to release your presentation publicly. For some cartoons you can arrange permission through syndicates or associations that cover many artists and offer a single place to pay for usage of many works. Stock photography sites allow you to purchase the right to use a photo under the terms of the license you buy.

3. **Music** – The music industry has made the process of getting permission for use relatively straightforward through a few industry associations that arrange for permission to use entire libraries of music. The three main groups in North America are ASCAP (American Society of Composers, Authors, and Publishers – <http://www.ascap.com>), BMI (Broadcast Music Incorporated – <http://www.bmi.com/>), and SOCAN (Society of Composers, Authors, and Music Publishers of Canada – <http://www.socan.org>). You can get more information about licensing at their websites as listed above.
4. **Video/Film/TV** – Unlike music, the video industry does not have a single source for gaining permission for an entire library of works. Some organizations like Swank Motion Pictures (www.swank.com) can license collections from some production companies. In many cases you will have to approach the producer of each work to arrange permission. A production company may be willing to allow you to use any work in their library if you want to access many video segments through one agreement.
5. **Spoken Word** – In general, you need permission from the person who is speaking to use their words, either in audio or written format. In some cases, the speaker has assigned the rights to a producer or other entity, in which case you will need to find out who owns the copyright to arrange to use the work.

Handouts

Keep it simple. The purpose of the handout isn't the same as the purpose of your presentation. The presentation should be thorough and illuminating; the handout should summarize key points and drive follow-up and personal interaction.

Place an emphasis on where attendees can go for more information or how to get in touch with you, after a summary of highlights of your message and next steps. Recognizable images of people's faces may not be included in handouts. Without permission, the eyes should be blocked to protect the identity of the subject.

Your handouts will be made available to delegates through the conference app. Speakers can upload their handouts through the registration site beginning in May (instructions will be provided). **We encourage you to upload your handouts by May 19.**

NOTE: No paper handouts will be available on-site and no printing stations will be available.

Technical Preparations

Speakers must upload their presentation through the registration site no later than Monday, May 22. Any changes to the presentation slides after this date, will need to update on-site in the **Speaker Ready Room** where their presentation will be loaded into the central system. **You will not be able to use your own laptop.** All presentations are transferred electronically to a speaker's assigned meeting room at the assigned time.

Projectors will provide displays at 1920x 1080 resolutions. This high-definition display will enhance the quality of your presentation by providing a bright and clear display of your presentation in the session room. To take full advantage of the widespread display, you should create your presentation in 16:9 aspect ratio. Here is how:

For PowerPoint 2010: From within PowerPoint, click on the "Design" tab. Click "Page Setup" – PowerPoint will default to slides sized for "Onscreen Show (4:3)". Change the setting to "On-screen Show (16:9)" and click OK.

For PowerPoint 2013: From within PowerPoint, click on the "Design" tab. Click on "Slide Size" in the top left corner and select "Widescreen (16:9)".

For Keynote: Open the Document Inspector and choose “Slide Size” and select “Widescreen (16:9)”.

You may need to adjust the spacing or sizing of various elements within your presentation, so be sure to create a backup copy first before changing the aspect ratio. If you have images or graphs within your 4:3 presentation and are changing to 16:9 aspect ration, allow time to resize images.

If you do not format your presentation to 16:9, the presentation will display with black bars to the left and right and will not fill the screen properly.

Compatibility tips

- **File size:** PowerPoint presentations should be 10MB or less. File sizes larger than 10MB will be difficult to upload and may be slow on site.
- **Embedded pictures:** JPEG (.jpg) images are the preferred file format. Resolutions higher than 72 dpi do not enhance quality; they only increase your presentation’s file size.
- **Fonts:** Standard Windows installation fonts are supported for on-site use. Please embed any special fonts when saving your presentation.
- **Movies/videos:** Only movies/videos created with standard compression codes that are used in Windows will be accepted. Save movies as either MPG or AVI files. Use only standard compression codecs used by Windows. Include the actual MPG or AVI files in the folder you submit. Remember that many videos can still be effective at lower resolution. Once on site, double-check your presentation in the **Speaker Ready Room** to make sure video files work. If there is a problem, an attendant will assist you.
- **MAC users:** Save or export your presentations in a PC format (give a .ppt extension). Save movie files as MPG or AVI, NOT QuickTime. Remember to include the actual MPG or AVI in the folder with your presentation. Use common cross-platform fonts such as Arial, Courier or Times New Roman. Be sure to check your presentation on a PC before submission.

Final Steps

Place your presentation and any supporting files (i.e., video files, graphics and pictures) on the conference site.

Bring a backup copy of your presentation and supporting files to the conference.

Naming Convention - Name each presentation file as follows, with the following information separated by underscores:

Date_Time_LastName_FirstName_ShortTitle.ppt

Example: 052623_1300_Smith_John_Dermatology.ppt

IMPORTANT! If you have two or more presentations in the same session, you must provide a separate file for each. Combining presentations in one file for the same session can cause delay and potential loss of information.

Set-Up and Equipment

Room Set-Up

To maximize room capacity, each session room will have all the equipment pre-set for all sessions scheduled that day. Although you may not require all of the equipment in the room, another speaker also scheduled to be in the same room may be using it.

Set-up the night before your session will NOT be possible due to multiple uses of the session rooms.

Please notify us *immediately* if there are extenuating circumstances for a required room set. On-site requests will not be accommodated.

Session rooms will be set for the maximum number as determined by CPS and the following policy applies:

- Everyone in the session must have a seat
- No additional chairs can be brought in
- No participants are permitted to stand in the back of the room.

Participant limits

- Seminars – 75-150 participants
- Workshops – 50 participants
- Co-developed sessions – 125-150 participants
- Plenaries – 400-700 participants

The participant limits are modified only if necessary. You will be contacted by CPS conference staff should a change be required. The actual rooms designated are assigned approximately two months prior to the conference – and may be larger, with more tables/chairs than you expected due to other uses that day.

Session Attendance

CPS has determined it is in the best interest of participants to allow a first-come-first-served policy for most sessions, exception being tickets for the co-developed sessions.

Audio-Visual Equipment

All sessions will be equipped with an **LCD data projector, PC laptop, screen, podium, and microphone and standing microphone(s)**.

All workshops will be equipped with an **LCD data projector, PC laptop, screen, and podium**.

NOTE: Speakers cannot use a personal laptop for their presentations.

If additional audio-visual equipment is required, a request must be sent to meetings@cps.ca at least four weeks prior to the conference. If a request is denied, speakers can work with the CPS conference staff to come up with a reasonable compromise.

Audience Polling

An audience polling feature is available through the conference app. The polling feature can be easily incorporated into a speaker's presentation. CPS will provide information in May on the use of the polling feature.

On-site Conference Information

Evaluations

Session evaluations are included on the conference mobile app with your presentation details. Participants will be asked to evaluate your presentation based on the following factors:

- Speaker knew the subject matter and could adequately answer questions.
- Speaker communicated in a manner that kept my interest.
- The stated objectives were met by the end of the session.
- Information presented was practical and relevant to clinical practice.
- The Speaker effectively facilitated participant interaction.
- There was no evidence of bias in this presentation (e.g., industry or personal).

You may request the results of your evaluation approximately 4-6 weeks following the conference.

Speaker Ready Room

A Speaker Ready Room is designated in the convention centre for the use of speakers onsite during the conference. Several computers will be available for you to review your presentation. Computers are equipped with Microsoft PowerPoint presentation software. There are no printers or copy machines available. Speaker support services are available to assist with any technical needs you may have.

All presentations must be upload to the conference website by Monday, May 22, 2023. After this date, Speakers may bring their presentation on-site to the Speaker Ready Room where their presentation will be loaded into the central system. Aim to upload your presentation 6 to 12 hours before your session's start-time, according to the schedule indicated below. This allows ample time to solve compatibility issues, rehearse and finalize your presentation before submitting it to the attendant.

If your presentation date/time is...	Then your scheduled check-in time is...
Thursday, May 25 between 0700-1200	Wednesday, May 24 between 1200-1900
Thursday, May 25 between 1200-1800	Thursday, May 25 between 0700-1200
Friday, May 26 between 0700-1200	Thursday, May 25 between 1200-1900
Friday, May 26 between 1200-1800	Friday, May 26 between 0700-1200
Saturday, May 27 between 0700-1200	Friday, May 26 between 1200-1900
Saturday, May 27 between 1200-1730	Saturday, May 27 0700-1200

If this is not feasible, bring your presentation to the Speaker Ready Room no less than two hours before your presentation. If you cannot work within these times, contact us at meetings@cps.ca.

Speaker Ready Room location: Room 506 (Halifax Convention Centre)

Speaker Ready Room hours

Wednesday, May 24 – 1200-1900

Thursday, May 25 to Saturday, May 27 – 0700-1700

Presenting

Arrive at the meeting room no later than 15 minutes before your session is scheduled to begin. **KEEP ON TIME.** To be respectful of other speakers, do not exceed your allotted time.

On going over your time

There's never enough time to get your message across. Even Fidel Castro, famous for giving six-hour speeches, had plenty more to add. If you're given 8 minutes, take 8 minutes minus 7 seconds, not 9 minutes. The extra minute doesn't make that much of a difference in how much you are able to communicate. In fact, it's the non-verbal communication we remember; and if you are rushing, apologizing, and stepping on the toes of the person after you, that's what the audience will take away.

Remember to exit out of your presentation if another speaker follows you. If you are the last speaker, do not close your presentation until the question-and-answer period has ended.

Room Monitors

A CPS Room Monitor will be assigned to the room to assist with your session. Their role is to monitor your session, room attendance, conduct attendee counts and assist with any audio-visual issues. He/she will stay for 10 minutes after the session starts.

Promotion and Engagement

The information provided below is meant to assist you in promoting your presence as a speaker at the CPS Annual Conference 2023 to your network of friends and colleagues.

Conference App

The CPS Annual Conference 2023 has a conference mobile app. The app will include detailed speaker information such as your photo, a brief biography, presentation title and description, learning objectives and room location, as well as a PDF of your handout and/or presentation.

Not only is this information useful to attendees, but the app will make you more accessible to participants. For example, a participant could directly email you after your presentation to ask you a question or to congratulate you.

Email

Your email list is sure to contain several people who would be interested in hearing you speak. These people may want to come to your session at the CPS Annual Conference 2023 but are unaware of the event. Consider forwarding them one of the Annual Conference News bulletins.

Using Social Media

We know that speaking at a conference can be stressful. As a speaker, you need to be focused on making your session engaging and thought provoking for the attendees. So, to attract more attendees to your session, we have put together a series of materials that you can use to help spread the word.

Twitter

CPS has a presence on Twitter and is always looking to creatively engage attendees. Conference attendees will be encouraged to tweet during the conference about speaker recommendations, conference events, and more.

Promote your participation prior to the conference, and on the day of the conference invite attendees to connect with you.

Sample Tweets

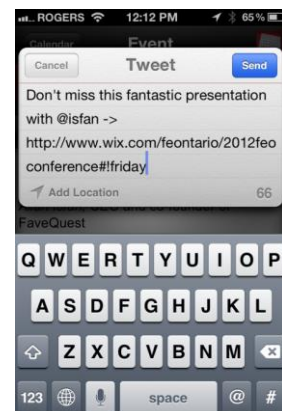
- I'm speaking at @CanPaedSociety #CPS2023! Join me – Register at <https://na.eventscloud.com/website/48334/>
- I will be at @CanPaedSociety #CPS2023, join me at my session – Register at <https://na.eventscloud.com/website/48334/>

Twitter handles and hashtags.

English: @CanPaedSociety

French: @SocCanPediatrie

Hashtag: #CPS2023



Facebook

Facebook is the largest social network around and it's full of conference attendees for you to reach! Tell your friends on Facebook about the conference:

- CPS Annual Conference 2023 is coming to the Halifax Convention Centre May 25-27, 2023, and I will be speaking! Please join me by registering at <https://na.eventscloud.com/website/48334/>
- Join me at the CPS Annual Conference at the Halifax Convention Centre May 25-27, 2023. I will be speaking at the conference and want you to join me! Register before March 31 to receive the Early Bird rate: <https://na.eventscloud.com/website/48334/>

Frequently Asked Questions

Who is my target audience?

At the CPS Annual Conference 2023, you will be instructing general and subspecialty pediatrician's, paediatric residents, medical students and other child and youth health care providers.

How many health care professionals attend the CPS Annual Conference?

Attendance varies depending on the conference timing and location. The CPS anticipates between 750-950 participants at the Halifax conference.

How will my session be promoted?

CPS promotes all sessions through the conference website <https://na.eventscloud.com/website/48334/> and monthly advertisements. Your name, biography, session description, and handouts will be featured on the conference app.

When will I know where my session will be held?

Prior to the conference, room assignments will be added to the conference app.

Will I be quoted in the media?

Members of the media regularly attend the CPS Annual Conference. As a result, you may be contacted directly, or your session photographed or quoted for a media story. While you do have the option of declining an interview, we hope that you will look upon the press as providing another opportunity for you to disseminate important paediatric health messages to the public.

What if I have an emergency and need to cancel?

Please call Desarae Davidson at 613-526-9397 ext. 229 or email desaraed@cps.ca immediately so that a replacement for your session may be identified.

What if I have questions once I'm at the conference?

Just ask! CPS staff will be available in the Conference Office to answer any conference-related questions you may have, or they will direct you to the appropriate resource. Prior to the conference, you may contact the CPS Education Department at meetings@cps.ca.

Where can I get more information?

Updates and all speaker resources are available through the conference website. Please check the site periodically for announcements, forms, instructions, reminders, and other information.