The Air Medical Transport Conference (AMTC) Speaker Handbook
The Air Medical Transport Conference (AMTC) is specifically designed to provide leadership, to educate, to inform, to cultivate friendships and to supply up to the minute information on the latest techniques and innovative approaches to emergency medical transport practice from the experts in your field.

The conference offers 150+ education sessions covering topics in a variety of disciplines including safety, core clinical, specialty clinical, management, aviation, research, and communications. In addition to education sessions, we offer an exposition featuring over 120 companies displaying products and services directly applicable to air and critical care ground medicine. And finally, the networking opportunities available at the AMTC are unmatched by any other industry event.

Join us in Fort Worth to network and learn with more than 2,500 colleagues from across the nation and around the world at the largest air medical convention and exposition available.

**Who?**
Attendees are emergency medical and critical care professionals from both hospital and independent providers of air and ground medical transport services. CEO's, program directors, medical directors, physicians, nurses, respiratory therapists, paramedics, pilots, communication specialists and mechanics – All disciplines of emergency medical transport are well represented at the AMTC.

**What?**
It is straightforward - the Air Medical Transport Conference is THE conference in the air and ground medical transport field. We have the largest attendance of combined crew and administrators – 2500+ individuals from clinical, administrative, communications, and aviation disciplines.

**Where?**
The Fort Worth Convention Center in Texas!

**Speaker Forms AND Deadlines**
- Speaker Agreement: ASAP
- Financial Disclosure: ASAP
- Audiovisual Request: August 23, 2017
- Syllabus Materials: September 19, 2017

**Condition of Acceptance**
- Make sure there are 3 solid objectives for your submission (revise if necessary) Google Bloom’s Taxonomy for further guidance.
- Your educational information must be completed and include the following:
  - city, state, year and institution name
Speaker Agreement and Financial Disclosure Forms
These forms need to be returned to confirm your participation in the Air Medical Transport Conference (AMTC) by the deadline.

Syllabus – AMTC Materials Submission
Please be prepared to upload these items. An email will be sent with details of how to submit these materials online. Outline, objectives and session description will be included in the online syllabus.

PowerPoint Template
Please use the official AMTC template provided as your first slide on the last slide of the presentation please include your contact information so attendees who wish to follow up with you can post AMTC.

Outline and Objectives
It is recommended that you review your outline and objectives (since they were submitted 6 months prior) for the final syllabus material submission. Please submit changes to nross@aams.org if you would like to update them.

Other behavioral objective tips

Speaker Photos
Email a headshot to meetings@aams.org that would be suitable for use in a mobile app. It will be included as part of your introduction

Graphics, Picture and Video Credits
It is your responsibility to obtain appropriate documentation for use of any pictures, graphics and videos included in your presentation.

Tips –
- **Start/Finish** your session on Time! As a courtesy to the next presenter, begin AND end your session on time! By not ending on time you will be responsible for throwing off the schedule for the entire day!
- **Save your graphics** for the actual day of presentation; then your document will upload easily.
- **Be Creative but Be Clear and Concise** with the title and description of your session; Don’t make attendees guess what your session will be about
- **Proofread your title and your session description** provide changes via email to nross@aams.org

Evaluations
Evaluations, onsite, will be available in through the mobile app.

Room Set – AV Requests
Each room will have the following **standard set**:

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCD projector*</td>
<td>Head table (on riser, front of room)</td>
</tr>
<tr>
<td>8’ Screen</td>
<td>Water service</td>
</tr>
<tr>
<td>Lavaliere/lapel Microphone</td>
<td>Podium microphone</td>
</tr>
</tbody>
</table>

**BE PREPARED PROVIDE YOUR OWN LAPTOP FOR PRESENTATIONS**
Registration Information

The Lead/Primary Speaker will be registered for the AMTC once their Speaker Agreement and Financial Disclosure have been completed and returned to the AAMS offices. The complimentary registration is available ONLY to the lead/primary speaker. If you, the lead/primary speaker, choose not use the complimentary registration and prefer to pass this on to a co-speaker, it is the lead/primary speaker’s responsibility to send correspondence (via email) to Natasha J. Ross at nross@aams.org request that the change. Co-speakers must register for the conference.

Hotel Night Reimbursement

Lead/primary speakers are entitled to one night hotel reimbursement for presenting at the AMTC. This amount is up-to or equal to the designated headquarter hotel conference rate. An expense form will be provided via email shortly after the conclusion of the Air Medical Transport Conference (AMTC). Whenever possible, complimentary room nights may be provided through the hotel post AMTC.

Housing Information

Once you have been registered you will receive an email confirmation containing a housing link.

Dress Code

The dress for the conference is business casual. Don’t let your message be lost because of distractions by what you are wearing or in some cases not wearing. Be aware that Convention Centers are always a bit chilly please dress accordingly.

Presenter/Presentation Tips

- Remember to speak slowly – take a breath – this also allows attendees to take notes and formulate questions for the question & answer portion of your presentation.
- Plan out your presentation – time-wise - so that you are not rushing to deliver information as attendees are rushing to go to another session
- Don’t read directly from notes or power point slides
- Explain every acronym – the veterans in the crowd always know but remember the newcomers want to be in on the ‘codes’ as well
- Consider your delivery - Keep your listeners focused on your intended message. Avoid potentially offensive language, political and/or religious statements.
- Avoid stereotypes - Be sensitive to your audience. For example, routinely assuming that doctors are male and nurses are female, or portraying any gender, racial or ethnic group in an unfavorable light, is inappropriate. Use inclusive language.
- Show balance -Selling your services from the podium can present a significant conflict of interest and place the AMTC and its partners in an awkward position. Where possible, competing products and services should be identified and their strengths and weaknesses discussed. Vendors should disclose any interests they may have in the products they are recommending or comparing with others

PowerPoint Presentation Tips

- Keep text on your slides to a minimum and be sure that the text can be read from the farthest corner of any meeting room – USE LARGE READABLE FONT NO LESS THAN 48 IS RECOMMENDED
- When adding sound effects test your sound in the speaker ready room to make sure they don’t overwhelm your presentation
- Design your presentation - Consider how you can best convey your message. Audio-visual aids such as PowerPoint slides and handouts may or may not be the best solution. Consider integrating activities that will engage your audience in direct interaction with you and their peers in the room.
- Organize your presentation - Use an outline of what you plan to discuss and summarize your presentation at the end. Be concise. Use short words and sentences and support these with easy-to-understand examples, which help convey your message.
• Double check your materials - Remember to check all figures and dates. Use spell-check and proper grammar.

General Quick Tips
• Make sure that you welcome people to your session and assess who the crowd is that is sitting in front of you e.g. mostly management, mostly communicators etc.
• Make sure your presentation as clear, concise, colorful and dynamic.
• Real world examples and uses always last longer in an attendee’s memory
• Everyone loves PowerPoint handouts, unfortunately those are the first things to get lost or left behind when packing to go home. Offer an alternative way to receive additional handouts e.g. provide a contact email for attendees to make direct request to you, the presenter.
• Coordinate with your partner - If you are presenting with a colleague, be sure to coordinate with each other to ensure compatibility and delivery of the presentation as advertised. Strive for consistency in the formatting of materials and joint preparation of materials.

Additional Questions
Natasha J. Ross, CMP
Director of Education and Events, Association of Air Medical Services
P: 703/836-8732 - Email: nross@aams.org

Top Ten Positive Comments from evaluations of presenters at previous Air Medical Transport Conferences:
• Speaker was very knowledgeable about the topic
• Presenter was able to go on with technical difficulties
• It’s nice to have class start and end on-time
• Liked that speaker gave contact information for follow up
• Presenter managed time very well
• Very Creative way to present the same old topic
• Very entertaining
• Speaker very open to questions
• Great pictures
• Speaker left the audience wanting to know more

Top Ten Negative Comments from evaluations of presenters at previous Air Medical Transport Conferences:
• Lecture didn’t match outline or objectives
• PowerPoint slides are too busy and too hard to read; pictures hard to see
• Presenter read from the slides – poor presentation
• Speaker rushed and spoke too fast; hard to understand
• Speaker appeared: unprepared; unprofessional and started late
• Good topic but speaker didn’t present anything new
• Presenter ended early
• Presentation sound effects overwhelming
• Felt like a sales pitch
• Too many pictures