

# Content Hub Look Book

A Guide to Making the  
Most of Your Virtual Rapid  
Learning Session



**DIA** GLOBAL  
2020 ANNUAL  
MEETING

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**JUNE 14-18**

# Table of Contents



## Content Hub Overview



## Developing Your Virtual Presentation



## What to Expect from Presentation Development to Presentation Day



## Technical Requirements and Set-Up



This Look Book is filled with a multitude of reference information and tips to aid in your role as a virtual Content Hub speaker!



# Content Hub Overview

# Learning Formats: The Content Hub Adds an Unconventional Element to Our Virtual Program Offerings!



**DIA** GLOBAL  
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Maximize Your Time and Create a Custom and Memorable Learning Experience by Mixing and Matching Our Various Learning Formats

← *Didactic/Passive Learning, Larger Audience*

*Interactive, Active, and Personalized Learning, Smaller Audience* →



## DIAMond Sessions

- Acclaimed panelists from around the world representing multiple stakeholders
- Open conversations on today's most controversial topics



## Concurrent Educational Sessions

- Panel discussions, didactic presentations, and workshops
- Traditional and interactive educational formats
- 60 minutes
- More than 175 sessions spanning 13 educational tracks



## Soapbox Sessions

- TED-style format
- Informal speech with open discussion between the speaker and audience
- 30 minutes



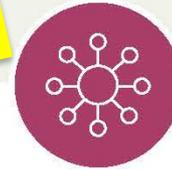
## Innovation Theaters

- Exhibitor-led and sponsored
- Held in the virtual Exhibit Hall
- Limited seating
- 20, 30, or 45 minutes



## Preconference Short Courses

- Half-day sessions
- Deep-dive into a specific topic area
- Up to 50 attendees
- Traditional and interactive educational formats



## Content Hub

- Led by DIA Community Members
- Rapid insight in a relaxed and casual learning environment
- 30 attendees
- 30 minutes



## Community Round Tables

- Led by DIA Community Members
- Intimate and conversational discussions based off specific educational sessions
- Carry learning and debate from sessions to real-life application and discussion
- 45-60 minutes



## e-Poster Sessions

- A gallery of visually stimulating science and new best practice recommendations
- Research from a diverse group of scientific professionals

Learn More About Our Session Formats at [DIAGlobal.org/DIA2020](http://DIAGlobal.org/DIA2020)



## Content Hubs are all about learning through rapid insights.

This is an activity where attendees will have the opportunity to interact with members of DIA Communities and participate in a conversation to gain rapid insight in a subject of value or attain a deeper perspective listening to information.

# Developing Your Virtual Presentation



# Organizing Your Virtual Session: Formula for Success

A vital component of the Content Hub is the opportunity for the audience to participate in active Q&A.

Take 5-10 minutes to frame your session. What is the group going to do over the next 30 minutes?



Use the last 15-20 minutes to facilitate an open discussion.

# How Should I Prepare My Presentation?



## Prepare just as you would for a face-to-face presentation!

Prepare a 5-10 minute presentation that will frame the discussion for the session. This presentation will be pre-recorded. It will be played during your scheduled session time. Once the presentation concludes, you'll be able to open discussion and engage in a dialogue with attendees.

### Helpful Tips!

- You may develop a PowerPoint presentation or prepare a verbal introduction for pre-recording.
- Keep reading this Look Book for details on pre-recording your presentation!

# Don't Forget to Prepare Questions to Open Discussion!

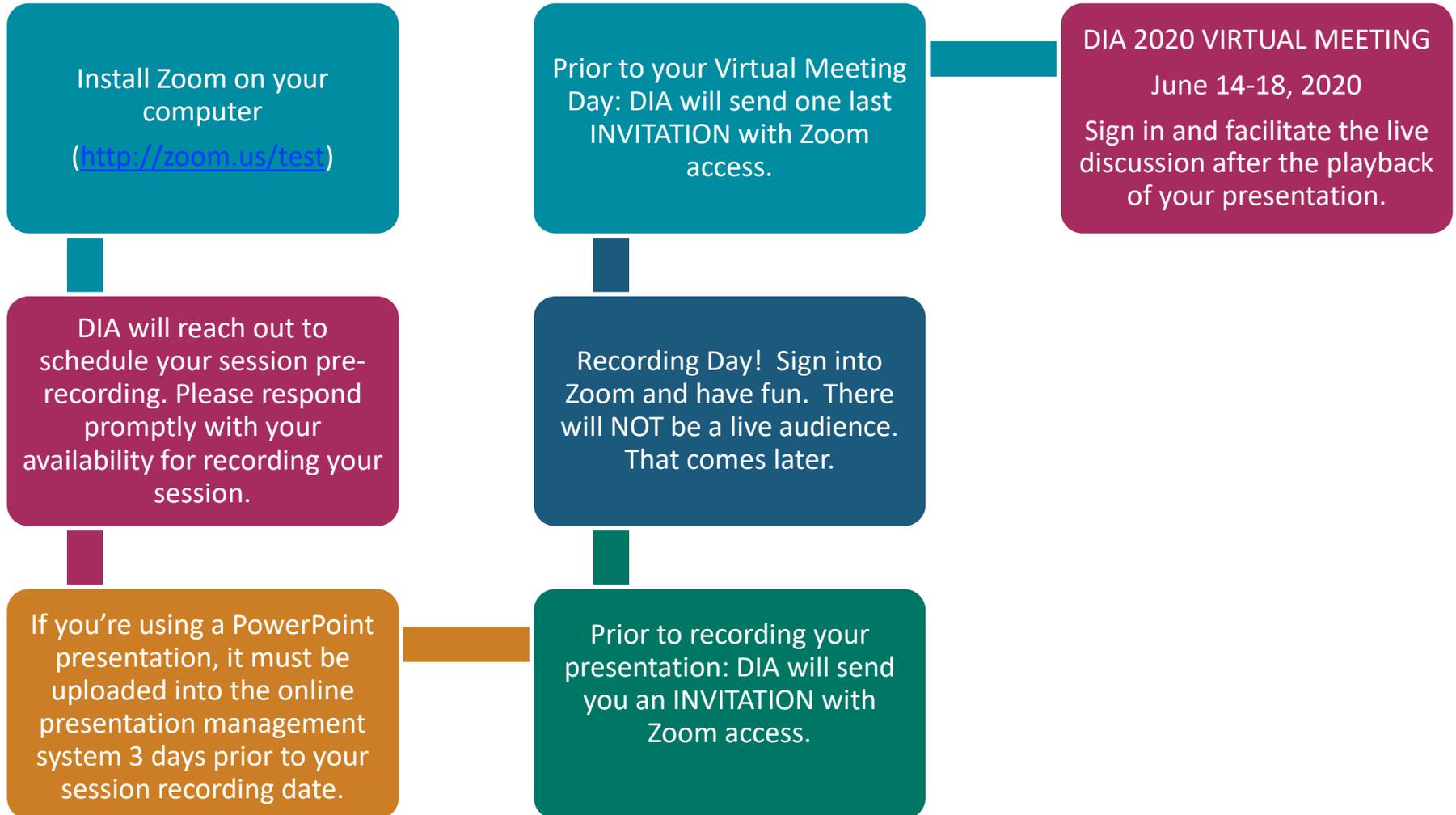


Be prepared to draw the turtle (aka attendee) out of their shell!

Develop 2-3 questions to pose to the audience after your presentation. This will ensure attendees engage in the discussion and prevent any awkward silences!

# What to Expect from Presentation Development to Presentation Day

# What's Next?



# What to Expect When You Record Your Presentation

## Step 1

Open the Zoom appointment, from DIA, and select the sign-in link.



## Step 2

Say hello to your fellow session participants and DIA host (staff person).

*Note: The first 30 minutes of the recording session is dedicated to ensuring all session participants can log in followed by a brief run through before we start recording the session.*



## Step 3

**Presentation Time!**  
It's show time. Have fun sharing your presentation.

*Note: when it's your time to shine, your mic will be unmuted, and control of the slide deck will be passed to you. There will be no Q&A on session recording day.*

# Lights, Camera, Action!

Attendees want to see YOU just as they would during a face-to-face meeting.

## Camera Positioning and Lighting

Be sure that your camera is properly positioned on the main monitor you will be using for the virtual meeting. Make sure it's in a stable position and focused at your eye level. Doing so allows for more direct engagement with the other meeting participants. Also, be sure you have good lighting; natural side lighting is usually the best.

[Check out these pro tips from Articulate](#)

## Appearance

When attending a virtual conference with video, the rule is to dress as if you were in the office. Remember, that appearance is not limited just to you. Be aware of the condition of your surroundings. Messy piles of paper on your desk? Piles of laundry? Stack of dirty dishes? Anything else distracting behind you or in view of the camera?

## Multi-tasking

Eliminate distractions and focus on the meeting. Turn off notifications, close or minimize running applications and mute cell phones, streaming radio, etc., are

# Technical Requirements and Set-Up

# DIA Tools for Setting the Stage

*Our scene setting tools help uphold DIA's stance on neutrality by maintaining a cohesive and commercial bias free experience for attendees.*

## DIA Slide Deck Template

DIA 2020 has a specific slide template, to be used, for all slide presentations (with the exception of regulatory agencies). Regulatory agencies may proceed with their own template.

[Standard Template](#) | [US Agency Template](#)



## DIA Virtual Background Options

DIA has created 3 virtual meeting backgrounds for program participants to choose from. Using a DIA background is optional. Please note, while Program Participants may choose to use another background, company branded backgrounds are not permitted.

[DIA Virtual Background 1](#) | [DIA Virtual Background 2](#) | [DIA Virtual Background 3](#)



# Session Capture Software

DIA is using Zoom to pre-record Semi-LIVE and On-Demand sessions as well as to execute the LIVE session during the Virtual Meeting

- ▶ If you have any concerns about working in Zoom, please contact [Melanie.Hardcastle@DIAglobal.org](mailto:Melanie.Hardcastle@DIAglobal.org)

# What Technology is Needed to Participate in the Zoom Webinar?

## ▶ A computer with:

- a hard line (wired ethernet) to the internet *(preferred for best quality)*
- Zoom software downloaded *(refer to next page)*
- Speakers
- a built in Microphone, USB microphone, or an inline microphone on headphones.
  - Note: if you do not have a microphone hook up, we suggest using the dial-in number option to ensure better sound quality

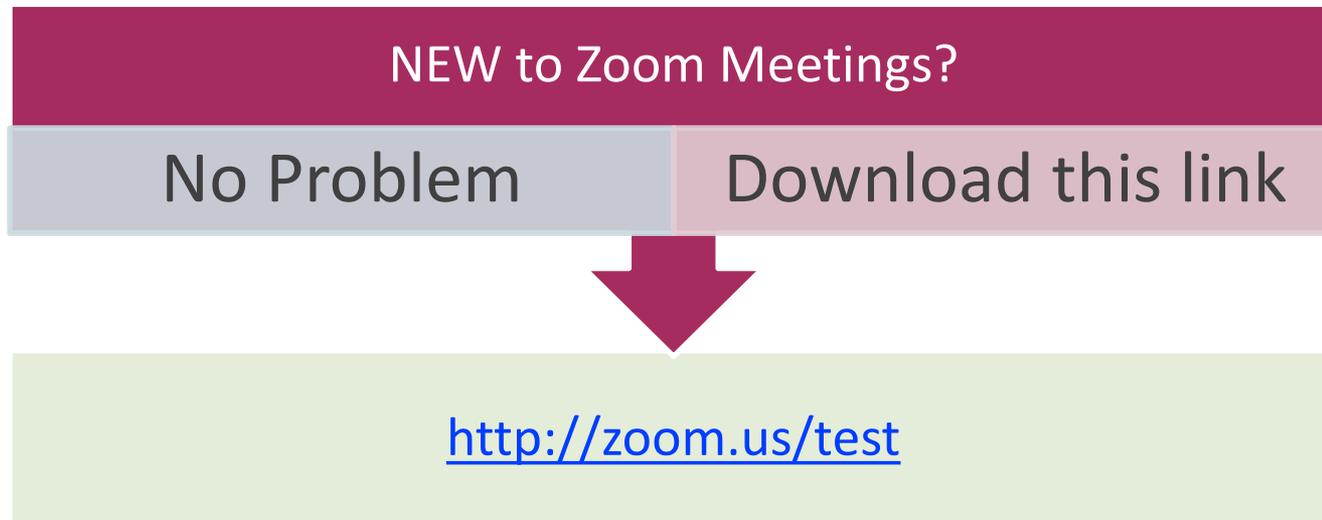
Pro Tip

Use a head set with  
built in microphone



# ZOOM: DIA's Webinar Platform

- ▶ DIA uses the **ZOOM Webinar platform** for virtual meetings.



Unsure if you have Zoom already on your computer? That's OK. Go ahead and click the link above to open a Zoom test. If you have Zoom already, your computer will simply upgrade to the latest version and if you're new, Zoom will be added to your computer.

# Overview: Testing Your Audio Before the Virtual Meeting

- ▶ After receiving your Zoom invitation from DIA for the pre-recording, test your speakers and mic to ensure your audio is working correctly with Zoom.
  - **Prerequisite:** To test the audio you must have [Zoom installed](#) on your computer.
  - **NOTE:** There are two ways to join meeting audio, [joining via computer](#) or [joining via telephone](#). **DIA recommends joining by computer.**

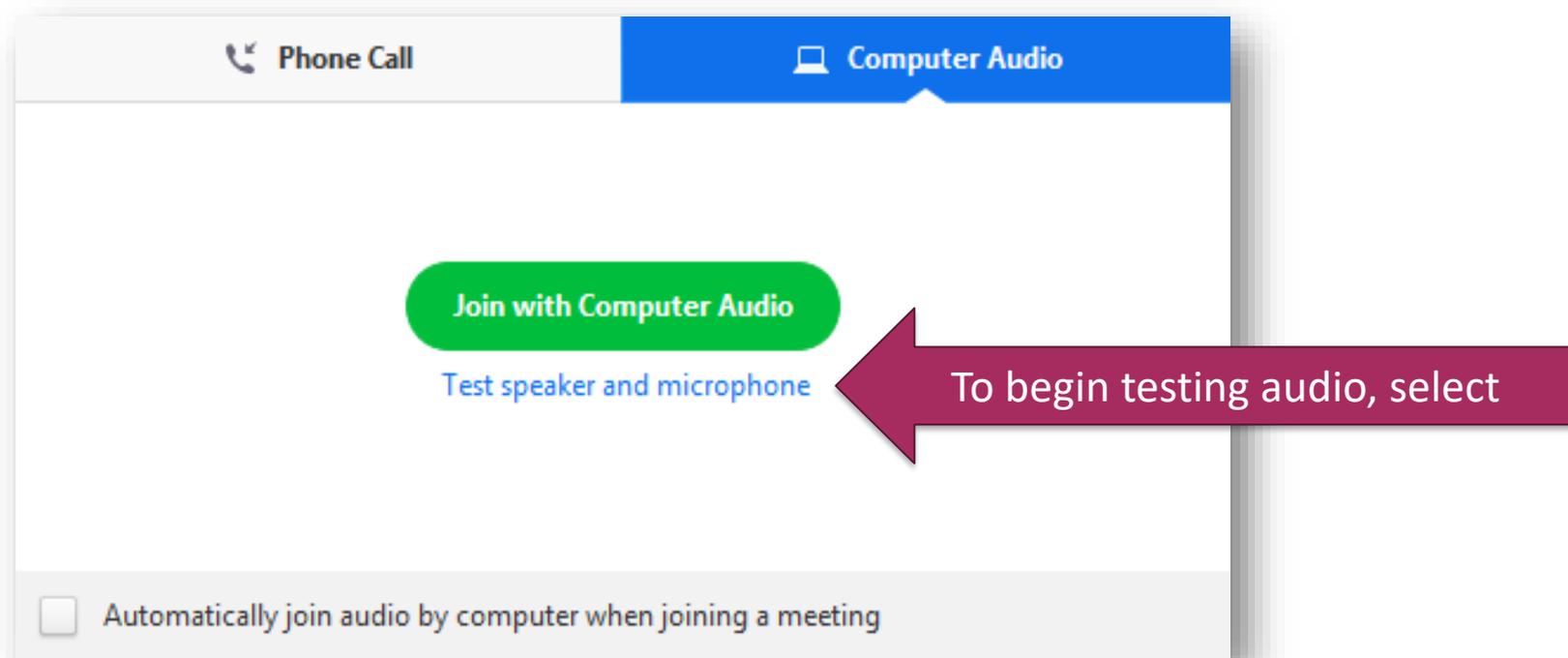
## PRO Tips

Log in once and test your audio AND video as well as upload a profile picture (refer to page 24). [Join a test meeting](#) to test your audio and familiarize yourself with meeting controls ahead of the Practice Run.

- ▶ On Windows or Mac: 
  - **Testing your audio before a meeting**
    1. Log in to Zoom
    2. On the first screen, select **Test speaker and microphone**.

Prefer more technical details: [Click her to view a Zoom Guide](#)

# Testing Your Audio: After Signing into Zoom



The meeting will display a pop-up window to test your speakers. If you don't hear the ringtone, use the drop-down menu or click No to switch speakers until you hear the ringtone. Click Yes to continue to the microphone test.

# Overview: Testing Your Video Before the Virtual Meeting

- ▶ After receiving your Zoom invitation from DIA for the pre-recording, test your video camera with Zoom to ensure your camera is working correctly.
  - **Prerequisite:** To test the camera you must have [Zoom installed](#) on your computer.

## Pro Tip

Log in once and test your video AND audio as well as upload a profile picture (refer to page 24)

- ▶ On Windows or Mac: 
  - **Testing your video before a meeting**
    1. Log in to Zoom
    2. Click your profile picture then click **Settings**.
    3. Click the Video tab.
      - You will see a preview of your camera and can choose a different camera if needed.

Prefer more technical details: [Click her to view a Zoom Guide](#)

# Audio and Camera: Final Check

## Pro Tip

Be sure to check your audio (speakers and mic) and video camera **AFTER** you join the meeting.

### Re-check Audio and Video

After you have joined the meeting, hover your mouse near the bottom of the zoom window to see the controls. Click on the arrow next to the microphone control to confirm you are on the microphone you intend to use.



Make sure that your microphone is not muted so attendees can hear you. You may mute and un-mute by clicking the microphone symbol.

Next, click on the arrow next to the video control and confirm you are on the camera you have previously tested and intend to use.



# Zoom Terms

- ▶ **Host:** That's DIA
- ▶ **Panelist:** No matter your role, all Session Chairs and Speakers are known as “Panelists” in Zoom.

# Questions?

If you have any technical questions, please contact  
Melanie Hardcastle at  
[Melanie.Hardcastle@DIAglobal.org](mailto:Melanie.Hardcastle@DIAglobal.org)

If you have any program questions, please contact  
Jess Warner at  
[Jess.Warner@DIAglobal.org](mailto:Jess.Warner@DIAglobal.org)

**Looking for additional resources?**

Visit [Speakers Corner](#) for our full set of resources related to DIA 2020.

We cannot say this enough

Thank you!

Thank you so much piloting first ever virtual Global Annual Meeting with us. We are striving to get this new experience up and running expeditiously and truly appreciate your willingness to work and support us with this initiative. #adapting