

After you have been authorized to present on behalf of Children's Healthcare of Atlanta, please review and adhere to the guidelines and policies below.

Below are frequently asked questions related to podium presentations or scientific poster presentations. If you have a question that is not addressed, please email [jen.king@choa.org](mailto:jen.king@choa.org).

#### General presentation guidelines

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## GENERAL PRESENTATION GUIDELINES and POLICIES

### Copyright Information

- **Material on the internet is copyrighted.** Look for terms and conditions of acceptable use for **all images/photographs and text** you find online before copying and using any content.
- Before sending your presentation, please confirm the copyright status of all images and external content.
- Make sure that all external content (images and text) is properly cited.
- You can search the Copyright Clearance Center (<http://www.copyright.com>) to find journals and get permissions. Authors frequently cannot give permissions to their own published works; often the journal publisher must grant permission to use.
- Government websites are usually in the public domain. Permission is not needed to use if cited properly. Citations are usually provided on the website.

### CME Guidelines

- Slides cannot contain any advertising, trade names or product-group messages.
- The content must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

- Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names; available trade names from several companies should be used, not just trade names from a single company.

## POSTER PRESENTATIONS

### Poster presentations: Before you order

- Be sure your content has been finalized and approved before you submit it. Edits are more difficult during the design process, and extend turnaround time.
- **Choose a desired size: width x height.** Poster size is often specified by the conference organizer. Check the conference website.
- There is no official template available to submit poster presentation content. Most investigators use a blank powerpoint slide with the information arranged in the preferred layout. Megabytes will then lay out the content in design software, following the format requested, and adding the approved headers, **logos and fonts**[[link to logos section below](#)].

### Poster presentations: Placing the order

- Contact Ginger Singleton at MegaBytes  
[ginger@megabytesdigital.com](mailto:ginger@megabytesdigital.com)  
678.513.9500

### Poster presentations: Turnaround time

- Minimum 5-7 business days are requested to accommodate design and the necessary review and approval process.
- For rush projects, contact [ginger@megabytesdigital.com](mailto:ginger@megabytesdigital.com).

### Poster presentations: Logos and design elements

Guidelines around logo use and visual elements of the posters were developed to maintain the branding standards of every organization represented on the poster, and ensure a consistent, professional appearance.

For more information on brand guidelines: the Creative Style Guides for

- [Children's Healthcare of Atlanta Creative Style Guide](#)
- [Emory Branding and Identity Guidelines](#)

Poster designs have been approved by research leadership at both Children's and Emory. If you request a logo or design change that is not covered in the guidelines below, Megabytes may contact the Children's marketing department for approval. The marketing department may contact the poster author to discuss potential solutions.

- **Logos on top left:** Children's Healthcare of Atlanta, Aflac Cancer and Blood Disorders Center
- **Logos on top right:** Emory University, Georgia Tech, Morehouse College, other Georgia-based collaborators
- **Logos included at bottom:** Additional collaborators (typically those not based in Georgia)
- **Please note:** Per the Emory Communications and Marketing Department, only the **Emory University** logo should be used in conjunction with the Children's logo. The Emory SOM logo or WHSC logo are not to be used alongside the Children's logo.
- Megabytes has each of the logos listed above. To include a logo not on this list, please submit one of the following:
  - high-res jpeg file
  - eps file
- If logo resolution is too low, the logo will become pixilated when printed.

#### **Poster presentations: Review and approval process**

- Please type any edits or corrections into an email to Megabytes; do not send an updated powerpoint slide.
- Poster authors are responsible for proofing all content in the poster.
- After you have approved the final proof, Megabytes will send to the Children's marketing department for a final review of all branding elements. [The marketing department does not proof content below the header.] Any changes at this stage should be communicated back to the poster author before printing.

#### **Poster presentations: Cost**

- Print and design costs for posters following the approved template are covered by the Children's marketing department. A typical poster = \$275 - \$600.
- If a poster must be changed and reprinted *after the poster author has given print approval*, the cost of the second poster is the responsibility of the author.

#### **Poster presentations: Sample design**

[[link to a sample poster design with Children's and Emory logos](#)]

For additional questions on poster presentations, contact [jen.king@choa.org](mailto:jen.king@choa.org)

## **PODIUM / POWERPOINT PRESENTATIONS**

#### **Powerpoint Presentations: Approved Templates**

- [Children's Healthcare of Atlanta \[this link needs to be updated before posting\]](#)
- [Children's and Emory](#)

- [Aflac \(only\) or Aflac and Emory](#)
- [Marcus Autism Center](#)
- When to use co-branded templates - e.g. Children's and Emory, or Aflac and Emory
  - *The presenting physician/s are affiliated with both institutions*
  - *The conference is regional or national*
  - *The conference is academic or research-focused*

### Powerpoint presentations: Images

- If photographs of Children's patients are used, you are required to obtain a signed [media and public relations consent form](#) pursuant to [Children's Policy 2.02](#). A [spanish version](#) of the consent form is also available.
- If photo releases have not been acquired, all images of Children's patients must be de-identified. Please consult Children's General Counsel with questions.
- Photos on the internet are copyrighted. Review all [copyright information \[link to section above\]](#) before using images found online.

### Additional tips

- Always use **high-resolution photos** (300 dpi or higher)
- [Contact your service line marketing representative](#) for ideas [need an updated marketing contact list]
- On Careforce
  - Departments → Marketing and Public Relations → System Messaging and Marketing Templates → Logos and Photos
- Sites that offer free stock photos (no photo credit or sourcing required):
  - <http://www.thinkstockphotos.com/>
  - <http://www.istockphoto.com/>
  - [search.creativecommons.org](http://search.creativecommons.org)

### Powerpoint presentations: Illustrations

- Both stock and custom medical illustrations are available via Nucleus Medical Media: <http://catalog.nucleusinc.com>
- For additional resources, contact [jen.king@choa.org](mailto:jen.king@choa.org)

**Presentation Coaching and Development:** Customized speaker coaching and other presentation development support in formats such as PowerPoint, Keynote, Prezi. Video and graphics production to embed in presentations.

- **Trudy Kremer**  
**Jackson Spalding (Children's PR agency)**  
 P 404.724.2518  
 E [tkremer@jacksonspalding.com](mailto:tkremer@jacksonspalding.com)

**Other FAQs?**

**Input, review and approval for this physician toolkit:**

- **Kim Reed, Candace McCreight and Casey Aitken - Children's Marketing team**
- **Kris Rogers, Director, Research and Academic Administration**
- **Stacy Heilman, Program Director and Grants Advocate, Emory University Dept of Pediatrics**
- **Paul Spearman, MD, Chief Research Officer**
- **Annie Mullins, Manager, Physician Education and Medical Libraries**
- **Emily Lawson, Medical Librarian**
- **Trudy Kremer, Jackson Spalding**
- **Ginger Singleton, Megabytes Digital**
- **Jessica Braunstein, General Counsel**