# Table of Contents

Welcome / About MGMA .......................................................................................................................... (pg. 2)
Expectations of Quality ............................................................................................................................... (pg. 3)
MGMA Speaker Resource Hub ...................................................................................................................... (pg. 3)
MGMA Event Community eGroup and Social Community ........................................................................ (pg. 3)
FAQ’s .......................................................................................................................................................... (pg. 4-8)
Self-Promotion: Pitfalls to Avoid ............................................................................................................. (pg. 7-8)
Responsible Meetings ................................................................................................................................. (pg. 8)
Speaker and Facilitator Responsibilities ................................................................................................... (pg. 8)
  Contract.................................................................................................................................................. (pg. 8)
  Audio / Visual Needs ............................................................................................................................... (pg. 8)
  Biography / Photo ................................................................................................................................. (pg. 8)
  Program Registration .............................................................................................................................. (pg. 8)
Presentation Guidelines ............................................................................................................................... (pg. 8-12)
  Copyright................................................................................................................................................ (pg. 8-10)
  Speaker Presentation Slides Guidelines ................................................................................................. (pg. 11)
  Attendee Material Guidelines .............................................................................................................. (pg. 11-12)
  Materials Submission Process ............................................................................................................. (pg. 12)
  Distribution............................................................................................................................................. (pg. 12)
Facilitator Information ................................................................................................................................. (pg. 12-13)
Audio Recordings .......................................................................................................................................... (pg. 13)
Evaluation Process ......................................................................................................................................... (pg. 13)
Welcome / About MGMA
Thank you for participating in one of the many educational opportunities provided by MGMA. We appreciate your time and dedication to provide quality, timely information to our members.

MGMA helps create dynamic, successful medical group practices that meet the needs of today’s patients. We equip practice leaders to navigate the rapidly changing healthcare environment by driving thought leadership, arming members with practical solutions, and driving dialogue and collaboration within our healthcare community. MGMA – Advancing Leaders. Advancing Practices.

Our Mission, Vision and Values Statements: Vision
To be the foremost resource for members and their organizations in creating and improving systems that complement the delivery of affordable, quality patient care.

Mission
To elevate the performance of medical practice leaders and their organizations by connecting members, building partnerships, setting the standards for certifications, advocating for physician practice and providing innovative solutions.

Values
Our commitment to support our members and their organizations as they provide outstanding patient care means that we are:

- Defined by administrator-physician leadership.
- Driven by data.
- Devoted to life-long learning and certification through ACMPE.
- Dedicated to advocacy for better healthcare policy.

The Medical Group Management Association (MGMA) helps create successful medical practices that deliver the highest-quality patient care. As the leading association for medical practice administrators and executives since 1926, MGMA helps improve members’ practices through exclusive member benefits, education, resources, news, information, advocacy, and networking opportunities, and produces some of the most credible and robust medical practice economic data and data solutions in the industry. Through its industry-leading ACMPE board certification and Fellowship programs, MGMA advances the profession of medical practice management.

Through its national membership and 50 state affiliates, MGMA represents more than 33,000 medical practice administrators and executives in practices of all sizes, types, structures, and specialties. MGMA is headquartered in Englewood, Colorado, with a Government Affairs office in Washington, D.C.

Certification
MGMA operates a certification program through the American College of Medical Practice Executives (ACMPE) and is the standard-setting and certification organization for group practice professionals.
Expectations of Quality
As the nation’s principal voice for the medical group practice profession, MGMA is dedicated to continually improving the performance of medical group practice professionals and the organizations they represent.

As such, MGMA seeks only those presenters who are dedicated to the advancement of the profession, passionate about sharing their knowledge, and committed to bringing their best self forward to cultivate a vibrant learning environment.

MGMA seeks the highest caliber of presenters. As a presenter, you will be expected to:

1. Read and abide by these guidelines.
2. Present a professional demeanor
3. Dress and speak appropriately
4. Maintain the integrity of other professions
5. Use current and accurate information and tools
6. Engage audience members wherever possible
7. Avoid off-color jokes, sexist remarks and racial, political or religious references
8. Never use humor at the expense of others
9. Avoid commercialism
10. Bring your enthusiasm and energy!

We appreciate your dedication and professionalism, ensuring that MGMA’s offerings are of the highest quality. Thank you for the essential part you play in keeping MGMA a leader in educational programming.

MGMA Speaker Resource Hub
To meet the expectations as described above, MGMA has created a web based resource provide you examples, tools and tutorials to help you create a high quality presentations. Please visit http://www.mgma.org/speaker-resource-hub/ to view the Speaker Resource Hub.

MGMA Event Community eGroup and Social Networking
What is the MGMA Event Community eGroup?
The event eGroup is an online networking site created for some of our educational events. The eGroup is designed to enhance and extend the networking opportunities that are an invaluable part of a face-to-face event. If an eGroup available for the event all participants (attendees, speakers and exhibitors) are able to participate in the eGroup.

How do I join the event eGroup?
Upon conference registration, all participants (attendees, speakers and exhibitors) will be automatically enrolled in the eGroup. Once the eGroup is live, you will receive an email from MGMA notifying you of your enrollment.

Why do we include our speakers in the event eGroup?
Speakers are an essential piece to the success of our events. We want to make sure you get every opportunity to know your audience prior to giving your presentation. This community is a good way to promote interest in your presentation and provides a platform for you to continue conversations after the conference. Additional ways to utilize the event eGroups include:
Before the conference
- Post questions to the audience. Ask what challenges they’re facing in relation to the subject area you’re presenting.
- Raise curiosity about your presentation by posting articles, news links etc. related your topic.
- Start a blog about your topic or other areas of expertise.

Post conference
- Answer follow-up questions.
- Post articles/documents that support your presentation.
- Continue a conversation that started during your session.

Be creative with your interactions: we want our members to gain as much knowledge as possible from your expertise!

MGMA has established guidelines to ensure a positive experience for our members on the eGroup Communities. Please follow this link to view them: http://community.mgma.org/MGMA/MGMA/CodeofConduct/Default.aspx. By participating in the eGroup, you agree that you have read, understand and will abide by the code of conduct.

FAQ’s
1. I’m a speaker, now what?
2. Why are deadlines so important?
3. Why do I need a contract?
4. What about audio visual equipment?
5. How do I register?
6. How is the program structured?
7. What brings value to the attendees?
8. Do I have to provide a PowerPoint presentation?
19. How will my presentation and/or tools be distributed?
10. How do I make my hotel reservation?
11. What is an event community and what do I do with it?
12. What is the proper way for me to sell my book on-site?
13. What is the dress code?
14. When should I arrive at the event?
15. When can I practice my presentation?
16. Will there be an audio recording of my session?
17. How will I be evaluated?
18. What if I have an emergency that prevents me from participating?
19. What do I do if I want to be a Subject Matter Expert (SME) for MGMA?
20. I can’t find an answer to my question?
21. What is a take-home tool?

1. I’m a speaker, now what?
First and foremost, thank you for the time, talent and knowledge you bring to this education endeavor! We are pleased to have you participate in this event and hope you have an enjoyable MGMA experience. Completing the following steps will ensure a positive outcome:
- Review and sign your agreement
- Meet all deadlines
- Prepare and submit PowerPoint slides for your presentation to MGMA by the contracted deadline shown on your speaker contract/agreement
- Prepare any applicable tools for attendees to take-away (spreadsheets, checklists, etc.) from your session and
submit to MGMA by the contracted deadline shown on your speaker contract/agreement

- Participate in the event eGroup, if applicable
- Contact your MGMA contact (information is on your contract) with any questions

2. **Why are deadlines so important?**
Due dates for contracts and associated documents are important to meet because MGMA utilizes pieces of the information received to assist in planning the meeting or event. It is critical to meet these deadlines to enable MGMA to meet printing and marketing deadlines.

Presentation deadlines are set to provide the best service possible to the attendees. By having your PowerPoint presentation and attendee tools prepared on time, you enable attendees to become familiar with your content and maximize their learning experience. We have found that the ability to review presentation information ahead of time increases the session’s value to your attendees and may improve your evaluation scores. Conference attendees have several sessions or activities from which to choose during the course of a conference, accessing this information ahead of time increases the likelihood that they will attend your session.

3. **Why do I need a contract?**
The contract clearly defines the parameters of your speaking agreement and is the official agreement between you and MGMA. A signed contract is required for our accrediting bodies ACMPE, and NASBA. Without a signed agreement, MGMA is unable to allow participation in the program.

4. **What about audio visual equipment?**
Each presentation room is typically equipped with a laptop computer, LCD projector, screen and at least one microphone. Please review the AV request form included with your contract. If you have additional audio visual needs, please submit them with your AV request. Please do not bring your own laptop to your session unless you have prior approval from MGMA.

5. **How do I register for the conference?**
You need to register yourself for the conference. Registration opens on June 4, 2014. Visit mgma.org/magma14 to register. If you have any questions regarding your registration category, please contact your MGMA representative to discuss further. Register early to ensure that you are able to obtain convenient housing options. As a speaker or facilitator receiving a complimentary registration to a preconference or the conference, you are required to book a hotel room in one of the conference hotels. If you do not, you will be invoiced for the registration fee.

6. **How is the program structured?**
MGMA’s mission is to continually improve the performance of medical group practice professionals and the organizations they represent. MGMA promotes the group practice model as the optimal framework for health care delivery, assisting group practices in providing efficient, safe, patient-focused and affordable care.

As such, sessions are selected to address job-specific competencies identified in The Body of Knowledge for Medical Practice Management developed by the American College of Medical Practice Executives (ACMPE), the standard-setting and certification body of MGMA. Using the body of knowledge for this purpose ensures that the educational content is highly relevant and useful for addressing day-to-day challenges in the medical practice and for preparing for the ACMPE certification examinations.

Speakers are expected to address the unique world of practice management, identifying the key challenges facing practice administrators and the skills needed to conquer them. Real-life stories about how their academic and private practices or experiences have created practical solutions to key issues that impact practices and the profession should be shared. Session design should include interactivity and tangible take-aways.
7. What brings value to the attendees?
This is as individual an answer as those attending each session. One sure-fire quality is an engaging presenter. If you are enthusiastic about the topic, encourage audience participation and provide a tangible take-away/tool that can be used upon returning to the practice, you will succeed in bringing value to the attendees. Value by the audience is found when speakers:
- Meet the approved learning objectives
- Know their audience
- Prepare timely, accurate content
- Involve their audience in the learning process
- Offer practical solutions

8. Do I have to provide a PowerPoint Presentation?
Speakers are required to submit a copy of their PowerPoint presentation. Facilitators are generally not required to submit a presentation. This document may be reviewed by your content lead who may require adjustments or offer suggestions to ensure the presentation meets MGMA’s standards. MGMA will create a PDF of the presentation and make it available to our attendees.

9. How will my presentation and/or tools be distributed?
All session presentations and tools will be available for download for conference attendees online. From here, registered attendees will be able to locate, download and print the PDF version of the presentations from the sessions they plan to attend and save the tools they desire prior to the beginning of the conference. Hard copies will not be available onsite for attendees.

10. How do I make my hotel reservation?
Hotel reservations are the responsibility of the speaker and you will be directed to book housing as the final step of the meeting registration process. We recommend making your hotel reservations early to ensure availability at the host hotel. We also strongly encourage you to book inside the MGMA housing block which is only available through the meeting registration process.

11. What is an event community eGroup and what do I do with it?
The event eGroup is an online networking site created for MGMA educational events and is designed to enhance and extend the networking opportunities that are an invaluable part of a face-to-face event. Speakers are an essential piece to the success of an event and the event eGroup provides a tool for interaction with your audience. This community gives you the opportunity to learn about your audience prior to your presentation. It also provides a platform for you to continue conversations post conference. Please refer to the event eGroup section for more information.

12. What is the proper way for me to sell my book on-site?
MGMA does have the ability to resell speaker books through proper channels. If you have a professionally published book and would like the opportunity to resell it at an MGMA event, please work with your MGMA staff contact. You will be provided guidelines on how to submit your book to the MGMA reseller program. Additionally, in order for MGMA to maintain accreditation through our accrediting boards we do not allow speakers to self-promote or advertise during educational sessions or on our online event eGroup. Specific criteria must be met to participate in the reseller program.

13. What is the dress code?
Business casual attire is appropriate for all conference functions, including any receptions. Meeting room temperatures vary. We recommend wearing layers and bringing a light sweater or jacket for your comfort.

14. When should I arrive at the event?
Please arrive one half-hour prior to your scheduled session. Upon arrival at the conference, please check in at the MGMA registration desk. Make sure a speaker ribbon has been affixed to your name badge.
15. When can I practice my presentation?
MGMA provides a speaker ready room, and if your presentation room is available you may use it as a place to prepare. Rooms typically become available between 15-30 minutes prior to your session.

16. Will there be an audio recording of my session?
Signing your contract or agreement provides permission for MGMA to record your presentation. Please see the Onsite Recording section for more details.

17. How will I be evaluated?
Each participant will receive, via email, a link to an evaluation form to record his or her opinion of the program and its speakers, moderators and facilitators. Please see the Evaluation section or more information.

18. What if I have an emergency that prevents me from participating?
Please contact MGMA as soon as is reasonably possible by phone or email. If you cannot find your MGMA staff person’s information, call 877.275.6462, ext 1230 and give your name and the name of the program listed on your agreement.

19. What do I do if I want to be a Subject Matter Expert (SME) for MGMA?
Contact your MGMA staff representative by phone or email. If that information is not readily accessible, contact MGMA at 877.275.6462, ext. 1230.

20. I can’t find an answer to my question?
Your MGMA staff representative is listed on your speaker contract. Please contact him or her with any additional questions. If you are unable to reach the appropriate person, please call 877.275.6462, ext. 1230.

21. What is a take-home tool?
Effective presentations deliver lasting, actionable impact for the audience. Providing practical tools and resources they can take with them is an effective way to do so. Ideally, the resource(s) you provide is a natural extension of your presentation that supplements your topic. Tools should be content they can use professionally and/or personally after the event. Examples are available on the Speaker Resource Hub.

Here are several types of take-home tools and resources:
• Checklists
• Assessments
• Whitepapers
• How to’s (“10 steps to...”)
• Best practices
• Inventory audits
• Tool kits
• Process templates
• Worksheets
• Visual models

Self-Promotion: Pitfalls to Avoid
MGMA programs are accredited through the American College of Medical Practice Executives (ACMPE) and the National Association of State Boards of Accountancy (NASBA). In order for MGMA to maintain accreditation, we do not allow speakers to self-promote or advertise during educational sessions. Self-promotion includes but is not limited to:

• Using your logo on presentation slides, with the exception of the first and last slide. Please see
presentation guidelines for more information.

- Soliciting business of any kind or promoting your products during your presentation.
- Promoting your products (rather than just your session) on the MGMA event community eGroup

If you have a professionally published book and would like the opportunity to resell it at an MGMA event, please contact your MGMA representative. You will be provided the guidelines on how to submit your book to the reseller program.

**Responsible Meetings**

MGMA, like many organizations, is actively working to deliver more environmentally responsible meetings.

By providing all conference presentations electronically, MGMA is reducing waste and adding value to our attendees by providing the handout materials in advance. In addition, because these handouts live electronically, we have more flexibility to upload references and supporting documents.

**Speaker and Facilitator Responsibilities**

**Contract**

A contract is the official agreement between the speaker and MGM. A signed contract is mandatory to speak at any MGMA event, in addition to being required for us to offer continuing education credits through our accrediting bodies – ACMPE and NASBA.

**Audio / Visual Needs**

An audio/visual request form is included with your signed contract. It outlines what is available and provides a space to submit additional requests.

**Biography / Photo**

MGMA requests that a biography and speaker photo be submitted with your speaking contract. This biography must be approximately 250 words (2000 characters). This biography and photo will be available to attendees via the conference web portal as well as the mobile application. They may also be used to promote the speaker and the speaker’s session.

**Program Registration**

You will need to register yourself for the conference. Registration opens on June 4, 2014. Visit mgma.org/mgma14 to register. If you have any questions regarding your registration category, please contact your MGMA representative to discuss further. Register early to ensure that you are able to obtain convenient housing options.

**Presentation Guidelines**

*What is the purpose of the presentation slides?*

Presentation slides are the slides that attendees will view as you speak. The purpose of these slides is to highlight the key points of your content and list the printed objectives, not provide all content for reference. Content-heavy slides are distracting rather than informative. For an effective presentation, it is recommended not to exceed more than 1 slide for every minute of your presentation (e.g. 60 slides / 60 minutes).

**Copyright guidelines**

*What is copyright?*

Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship.
fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

**Why is copyright important to MGMA?**
Very simply put, MGMA respects the intellectual property rights of others. Copyright infringement is a serious violation and MGMA expects all of its employees, agents and contractors to abide by the Copyright Law of the United States and to respect the intellectual property rights of others.

**What does copyright protect?**
Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical and artistic works, such as poetry, novels, movies, songs, computer software and architecture.

**What does this mean to me as a presenter?**
Unless you are using original work or work from the public domain, you must get permission for all copyrighted work in your presentation and handouts. These include, but are not limited to the following:

<table>
<thead>
<tr>
<th>data, including MGMA data</th>
<th>charts</th>
<th>statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>graphs</td>
<td>maps</td>
<td>cartoons</td>
</tr>
<tr>
<td>Web site images/screenshots</td>
<td>photos</td>
<td>pictures and artwork</td>
</tr>
<tr>
<td>excerpts of written content</td>
<td>logos (okay to use examples)</td>
<td>music</td>
</tr>
<tr>
<td>Google images</td>
<td>videos (including youtube videos)</td>
<td>photo-sharing sites</td>
</tr>
</tbody>
</table>

**What about permissions?**
In general, copyright lasts for an author’s lifetime plus 70 years. For businesses, copyright generally lasts for 95 years. Therefore, always err on the side of getting copyright permission.

- In some cases, copyright permission can take six weeks or more.
- Speakers are responsible for getting their own permissions.
- You must have permission every time you use the work.
- Include the permission language on the slide. Use the copyright owner’s exact credit line if provided.
- Retain the written permission from the copyright owner.

**What about MGMA materials and data?**
You need MGMA’s written permission to use any MGMA published material, including survey data. All requests must be in writing and can be sent via mail, fax or email to MGMA copyright specialist Charlyn Treese. An email request form is available at [www.mgma.org/mc/form.aspx?id=9718](http://www.mgma.org/mc/form.aspx?id=9718). Charlyn’s email address is cat@mgma.org; her fax number is 303.397.1823. You may also call Charlyn toll-free at 877.275.6462, ext. 1267, with questions about the permissions process.

**NOTE:** Please understand that MGMA does not have the ability or capacity to review the copyright status of each presentation. It is your sole responsibility to ensure that your presentation and materials comply with all applicable copyright, publicity and other laws, and to comply with the terms of your speaker contract/agreement.

**MGMA articles**
If you have authored an article published in any MGMA publication or e-newsletter, including the *MGMA Connection™*, you must obtain copyright permission from MGMA, via Charlyn Treese, in order
to use your material in your handouts.

**MGMA survey data**

MGMA maintains a strict policy on the use of MGMA survey data in MGMA educational presentations. You are responsible for knowing and following this policy. You must obtain permission every single time you use this data. MGMA educational program speakers may reproduce data from MGMA’s published survey reports in their presentation materials provided that the following conditions are met:

A. **Data use limit.** Data reproduction may not exceed 50 total data points in any one presentation.
   I. MGMA’s Content Development staff will review all presentations that include MGMA data, with questions referred to Data Solutions.

B. **Statistical terms.** The proper statistical designation must accompany the presentation of the data.
   I. Example: Median values should clearly be noted as “median.”
   II. Ideally, faculty using the data in presentations will demonstrate knowledge of key statistical terms including mean, median, standard deviation, and percentile distributions.
   III. If using different statistics within the same presentation, the speaker must clearly inform his/her audience of the difference and why.

C. **Source attribution.** The exact source of the data must be clearly noted.
   I. Example: if presenting data in tabular format, the table should carry a footnote with the exact name of the report such as “Source: MGMA Cost Survey: 2014 Report Based on 2013 Data.”

D. **Reproduction.** Presentations that include MGMA survey data may not be posted on Websites, distributed as marketing materials or reproduced for other purposes without MGMA’s written permission.
   I. As with other permission issues, send requests to MGMA copyright specialist Charlyn Treese at cat@mgma.org or via fax: 303.397.1823. Access the email request form at www.mgma.org/mc/form.aspx?id=9718.
   III. Requests must include a copy of MGMA-owned portion of the presentation, a concise description of the purpose of the use, and an estimate of how many individuals will see/receive a copy of the presentation.

E. **Data representativeness.** Faculty members should understand the limitations of the data they present, not overstate its representativeness, and direct audience members to review related information within the executive summaries of the respective survey reports.
   I. Virtually all survey data have limitations of representativeness, and data users should use caution when making assumptions based on the data.
   II. Contact MGMA Data Solutions with questions about the data prior to making your presentation.

F. **Antitrust.** Faculty members should familiarize themselves with antitrust concerns associated with use of the data, caution their audiences against engaging in anticompetitive behaviors and encourage them to review the related information in the executive summaries of the respective survey reports.
Speaker Presentation Slides Guidelines

- Presentation slides must be submitted according to agreed-upon deadlines.
- First slide:
  - Include the title of your presentation as listed in all promotional materials, your name and organization on the first slide. This slide can display a company or sponsor logo.
- Second slide:
  - List your printed learning objectives of your session on the second slide of your presentation.
- Content slides:
  - Presentations with logos placed on more than the first and last slides cannot be accepted because such promotion infringes on MGMA-ACMPE's presentation standards.
  - MGMA's conferences, seminars, webinars and online programs are educational. No promotion of your services or the services of your organization is permitted.
  - Presentation slides must have copyright permission for all data (including MGMA data) and video included in the presentation.
  - Use of contrasting colors and larger font sizes provide easier viewing for attendees.
  - You may embed video clips in your presentation provided that you have the appropriate permissions to use the video. This may require sending a DVD of the clip to MGMA by the required deadline. Please review the copyright guidelines for use of video clips that are not your own creation.
- Last slide:
  - Include all of your contact information on the final slide. This slide can display a company or sponsor logo.
- Avoid multicolor / gradient or dark backgrounds:
  - They can be difficult for the audience to read.
  - The handouts version will be less legible. Backgrounds that do not reproduce well as digital handouts will be changed for those handouts.
- The handout version of your presentation will be posted online in advance for all registered participants.

Attendee Material Guidelines

- Attendee materials are generally a duplicate of your presentation slides. Attendee materials may also be an outline of the presentation, formatted so that attendees can take notes.
- The attendee materials are a tool that meeting participants can use to positively impact their ability to understand and learn from the information in your presentation.
- Attendee materials are due at the same time as your speaker presentation.
- The attendee materials must have a white background.
- You may provide URLs for video clips included in your presentation.
- Your company or sponsor logo can appear only on the first and last pages of your presentation and materials. The attendee materials cannot contain anything that is not your original work or in the public domain. The only exceptions are those items for which you have copyright permission. You must ensure the permission...
allows you to provide the work to MGMA, its members and conference participants as set forth in your speaker agreement/contract.

- Please refer to MGMA’s copyright guidelines for further information. As with your presentation slides, you are solely responsible for the content in your Materials. You understand that MGMA does not have the capacity or ability to review all presentation slides and materials for compliance with all laws and these guidelines and that you are solely responsible for them.

**Materials Submission Process**

Please email your presentation and handouts to your contact at MGMA as noted on your agreement. If the file is too large (> 25 MB) to email, please follow these steps to upload to the MGMA FTP site.

- Go to My Computer or Windows Explorer and open a window
- In the address box type ftp://ftp.mgma.com
- Go to File and click on > Login As
- Enter files for User name
- Enter 2happyk2 for Password
- Click > Log On
- You will now be able to upload your presentation –
  - Click on > Incoming
  - Click on > Handouts
  - Click on > The year of your presentation

Copy and paste your presentation here and notify your contact at MGMA.

**Distribution**

Presentation materials will be provided in advance to our attendees through a web portal and a mobile application. Attendees will be able to access and download these materials in advance, prior to the event. We secure the handouts by formatting them as PDF documents, unless they are a working tool and requested by the speaker to be provided as is.

**Facilitator Information**

As a facilitator, your role is to lead the discussion of the participants, ask topic specific questions, and create an opportunity for audience involvement. These sessions are designed to be unscripted and focused on the most timely and challenging medical practice issues and trends. A presentation with PowerPoint and handouts is not the format for this peer-to-peer learning experience. The most enriching sessions are conducted in an open, interactive manner in which experiences and best practices are shared from each participant’s viewpoint. If a flip chart helps you facilitate this discussion, please request one on the AV request form included with your contract/agreement. Helpful tips for effective facilitators:

- Know your audience
- Be familiar with the topic
- Open the session by introducing yourself
- Describe your role and the format for discussion
- Introduce and provide context for the topic
- Employ effective facilitation skills
- Poll the audience and create a list of discussion items
- Engage all members in the discussion and ensure everyone gets an opportunity to speak and share
- Do not let anyone monopolize the conversation
- Guide the discussion by asking challenging questions, sharing ideas and restating questions
- Refrain from being placed in the role of lecturer

**Audio Recordings**

Your MGMA speaker contract/agreement specifically states that MGMA may record, distribute, publicly display, publicly perform, reuse, and prepare derivative works from your presentation content. Signing the contract/agreement gives MGMA the permission to do so. Please refer to your contract/agreement for the specifics of this stipulation.

Your presentation should translate well to an audio-only audience. Your contact at MGMA will help you prepare for this.

**The Evaluation Process**

Our goal is to provide high-quality programs to our members and customers. We define that as providing content that is relevant and useful, presented by experts who can effectively and knowledgably deliver that content. In an effort to measure this goal, we ask attendees to evaluate their experience of the program.

The evaluative categories and goals for speakers and panelists are:

<table>
<thead>
<tr>
<th>Category</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>80%</td>
</tr>
<tr>
<td>Knowledge of the content area</td>
<td>95%</td>
</tr>
<tr>
<td>Addressing learning objectives</td>
<td>85%</td>
</tr>
</tbody>
</table>

For facilitators, the evaluative categories are:

<table>
<thead>
<tr>
<th>Category</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness of delivery</td>
<td>85%</td>
</tr>
<tr>
<td>Met learning objectives</td>
<td>85%</td>
</tr>
</tbody>
</table>

Our numeric goals represent the percentage of scores in the top two boxes of the Likert scale used in the evaluation form. If you distribute your evaluation scores as part of your promotional literature or background information, please use only the ratings that apply to you. Do not include ratings that apply to other speakers.

*If you distribute your evaluation scores as part of your promotional literature or background information, please use only the ratings that apply to you. Do not include ratings that apply to other co-presenters.*