

OR MANAGER™ CONFERENCE

The Premier Conference on Managing Today's OR Suite



SPEAKER INFORMATION PACKET



**SEPT. 18-20,
2019**

Ernest N. Morial
Convention Center

**NEW
ORLEANS**



Dear 2019 OR Manager Conference Speakers,

Thank you for investing your time and energy into the 2019 OR Manager Conference. The effort and expertise you put forth are truly appreciated. Your willingness to give back to the nursing community brings depth and value to the conference program, and ultimately shapes the future of perioperative leadership. Community leaders like you are the reason this conference has been the premier conference on managing today's OR suite for over 30 years.

OR Manager Conference strives to provide the top-notch educational opportunities perioperative leaders look for, and now with the PACU Manager Summit, co-located with the OR Manager Conference, we will be able to bring value and knowledge to a different perspective of healthcare leadership. The 2019 program includes sessions for new managers and our masters series (for the more experienced OR manager), as well as tracks for clinical and administrative topics, OR business managers, ambulatory surgery centers, along with inspirational keynotes. The latest research and development is explored in the OR Manager Conference Poster Gallery, and leaders across the OR, ASC, and PACU are honored during the OR Manager Awards Presentation. Interact with some of the top minds and technologies in perioperative services for three days of growth and networking.

As you plan your presentation, we encourage you to keep in mind how you're going to engage with attendees and the importance of take home tools so each person can better their OR. Attendees are hungry for your knowledge about how to improve patient safety, increase efficiencies, and become a better leader while they wrestle with today's challenges in healthcare.

It is our hope that you will find your participation as a speaker a rewarding opportunity. Outside of your session, we encourage you to stay for the entire conference and learn from other managers and directors that also want to share their experiences and success. We're sure this will be the best OR Manager Conference yet! See you in New Orleans!

Fondly,

Taylor McCarthy

Show Manager

OR Manager Conference

TMcCarthy@accessintel.com

301-354-1751

Jane Kuhn, MSN, RN, CNOR, NEA-BC

Education Coordinator

OR Manager Conference

jkuhn@accessintel.com

424-287-2646

This packet includes important speaker information to help prepare for a rewarding experience for you and attendees. As a speaker at the OR Manager Conference, you will also have access to the Speaker Resource Center online where you can download and complete forms, upload your bio and headshot, access tips for promoting your session, and more.

We're here for you! Please feel free to contact Taylor or Jane with any questions you may have.

SPEAKER RESOURCE CENTER

www.ormanagerconference.com/speakerresources

SPEAKER RESOURCES ON THE WEB

OR Manager Conference information and forms can be found in the Speaker Resource Center. Please use this site to:

- Update your profile, bio and picture
- Provide admin contact information if applicable
- Download the PowerPoint Template
- Access the co-marketing toolkit
- Download and complete the Speaker Release Form, Instructor Information Form, and Reprint Permission Form (also found at the end of this packet)
- Obtain hotel and travel information

LOGIN INFORMATION:

Email:

Password:

SESSION INFORMATION:

Session Title:

Session Start Time:

Session End Time:

Session Description:



Your Contact: Taylor McCarthy

TMcCarthy@accessintel.com • 301-354-1751

CONFERENCE GENERAL INFORMATION

OR MANAGER CONFERENCE OVERVIEW

In its 32nd year, OR Manager Conference (formerly Managing Today's OR Suite), brings together more than 1,400 managers and directors involved in leading the surgical suite for 4 days of continuing education and networking opportunities. The conference builds on the content developed in each issue of *OR Manager*, providing you with a live learning experience. Earn CEs, AEU's, and explore new technologies with solution providers.

ABOUT OR MANAGER CONFERENCE ATTENDEES

The OR Manager Conference Audience includes perioperative leaders, including OR managers, directors, business managers and others involved in running the surgical suite. Because the PACU Manager Summit is co-located with the OR Manager Conference, attendees of both events will be able to upgrade their registration package to gain access to all sessions. As such, your audience may also include PACU Managers, Charge Nurses (recovery), ASC Administrators, PACU Directors, as well as Nurse Anesthetists.

SESSION GENERAL INFORMATION

- Sessions are held all day on Wednesday and Thursday, and for a half day on Friday. Sessions vary in length.
- All of the session rooms will be set in classroom style and equipped with one of each of the following items: laptop computer; one podium, podium microphone; wired lavalier microphone, LCD projector/screen; wireless laser/mouse; flip chart. Wireless internet and sound will also be available for playing videos. If you are embedding video files or pulling from YouTube, we need the original video file separately from the presentation. If you have any other special AV requests, please email Taylor McCarthy at TMcCarthy@accessintel.com by **June 7, 2019**.
- There will be volunteers in your room to introduce your session, make housekeeping announcements and facilitate any Q&A. An audio/visual staff member will be on hand to assist you. Of course, Taylor, Jane, and the rest of the OR Manager Conference team will be easily accessible throughout the duration of the conference. Don't hesitate to stop any team member for assistance.
- We will be reaching out to set up speaker planning calls to ensure you have the information you need to prepare your presentation and that the session abstract is in line with your content. If you want to bounce something off of us, talk to us, or get some support in the meantime, just let us know.

PACU MANAGER SUMMIT

The PACU Manager Summit brings together more than 200 professionals involved in the management of the postanesthesia care unit (PACU), or recovery unit, for 3 days of continuing education and networking. The event will take place alongside the OR Manager Conference to encourage networking among the attendees of both conferences.

TIPS FOR A SUCCESSFUL PRESENTATION

GIVING A GREAT PRESENTATION AT OR MANAGER CONFERENCE IS WHAT IT'S ALL ABOUT!

At OR Manager Conference you want to be all you can be. That's why we've put together a quick "cheat sheet" of things that will work...and some that won't.

WHAT WORKS AT OR MANAGER CONFERENCE

- ✓ Concrete tips and advice and take home tools
- ✓ Easy to read slides
- ✓ Sufficient Q&A Time
- ✓ Case studies that culminate with actionable recommendations, regardless of the size of the facility
- ✓ Metrics—what were your outcomes?
- ✓ High-level management approach to topics
- ✓ Being energetic and engaging the audience

WHAT DOESN'T

- ✗ Processes that can't be implemented beyond your specific facility
- ✗ Trying to cover too much in too little time
- ✗ Too basic or staff level
- ✗ Reading from the slides
- ✗ Talking too quickly
- ✗ Text-heavy slides

REMEMBER YOUR AUDIENCE

Please keep in mind that all OR Manager Conference attendees are of management or executive level and our content should reflect their experience. If your session is within one of these content areas—New Manager, Masters Series, Business Management, Clinical, Administrative/Leadership, or ASC—be sure to tailor your presentation accordingly. Finally, keep in mind that attendees come from various facility sizes all over the country. You may want to begin with polling the audience on their facility size, and remember, address your content to both large and small facilities.

Hot buttons for attendees include communication, leadership, staffing, patient care, sterile processing, quality improvement, business management, technology, new programs, and ambulatory surgery center-specific topics.

The audience's main concerns are getting advice and learning take-home tools that they can bring back to their OR to increase performance and success, in addition to hearing about lessons learned from peers and how to incorporate developing techniques with their resources.

STICK TO SPOT-ON CONTENT

Over-deliver on your session description. The more tips and advice you have and the more stories you share about overcoming challenges...THE BETTER. It's critical that each session provide specific takeaways and tools that can be implemented immediately. Please prepare accordingly in advance.

SHOW UP EARLY

Upon arrival, check in to the Speaker Ready Room to receive your conference badge, materials, and review your presentation. Your final presentation will be pre-loaded on the session room laptop, but please bring your presentation on a flash drive as back up. Please arrive in your session room at least 20 minutes prior to your session start time so that we have time to set you up with a microphone, go over any last-minute logistical details and test any technologies you will be using in your presentation.

DO:

- ✓ Keep an eye out for our Speaker Newsletter in your email to stay informed.
- ✓ Focus on both the strategy and execution of the topic.
- ✓ Provide real advice, case studies, best practices and lessons learned.
- ✓ Provide actionable takeaways or take-home tools that can be implemented immediately.
- ✓ Speak to the topic and stay on-point.
- ✓ Be additive—the more details, advice and results, the better.
- ✓ Show videos and images but only for a minute or two.

DON'T:

- ✗ Go off on a tangent. Always tie your presentation back to the session abstract and description in the program guide and on the website.
- ✗ Dive deep into your history or your organization's background—keep it brief.
- ✗ Squeeze too many case studies into the presentation.
- ✗ Run short. Prepare enough content to cover 80-85% of the session duration, leaving sufficient time for Q&A, whether at the end of the presentation or dispersed throughout. If you are with multiple presenters, be sure to coordinate talking points and duration with your co-presenter(s).
- ✗ Over rely on media. The attendees came to hear from YOU! Let them learn from your insights and not those in videos.
- ✗ Wing it. Remember this is an executive, professional audience, so please prepare thoroughly in advance.

PRESENTATION FORMATTING TIPS

- The official OR Manager Conference PowerPoint Template can be downloaded in the Speaker Resource Center.
- Once available, you will receive access information for the [Speaker Management Portal \(www.ORManagerConference.com/SpeakerResources\)](http://www.ORManagerConference.com/SpeakerResources) where you can upload your presentation materials.
- Handouts are no longer supported by the OR Manager Conference. However, if needed, you can request specific documents to be printed for attendees within the [Speaker Management Portal \(www.ORManagerConference.com/SpeakerResources\)](http://www.ORManagerConference.com/SpeakerResources).
- If you are embedding video files into your slides or pulling from YouTube, we need the original video file separately from the presentation
- Presentations are due for review on **July 19, 2019**.
- All FINAL presentations with recommended edits are due to the OR Manager Conference no later than **August 7, 2019** for inclusion on the Mobile App and flash drives to be distributed to attendees on site. Please note that changes can be made to your final presentation on site in the Speaker Ready Room.

SPEAKER TO DO LIST

BEFORE THE CONFERENCE

- Please check the details of your session(s) by visiting www.ormanagerconference.com. If there are any discrepancies please contact [Taylor McCarthy - TMcCarthy@accessintel.com](mailto:TMcCarthy@accessintel.com)
- Send us your signed Speaker Agreement by **January 16, 2019**.
- Please prepare your brief bio and headshot no later than **January 16, 2019**. Please use the following link to complete your speaker profile and upload your bio and headshot: www.ormanagerconference.com/speakerresources or email them to TMcCarthy@accessintel.com.

Sample Bio:

Beth Bozzelli is the Director of Surgical Services for the Operations and Service Line Group at HCA. In her role she provides management, scheduling, and oversight for Surgical Services Interim Directors. In addition, Beth serves as a subject matter expert for OR Performance Improvement. A perioperative nurse for 20 years, she served in roles from staff nurse, Business Analyst, Director of Surgical Services, Assistant Vice President of Surgical Services, and operational consultant. Beth has her Associates Degree in nursing, Bachelors of Science with an organizational innovation focus and a Master's degree in strategic management. In addition, Beth holds a green belt in six sigma. Beth has taught at the Nursing Executive Leadership Series for AORN, spoken at AORN, OR Excellence, Society of Healthcare Systems, and AHRMM on operational best practices, and supply cost management. Beth has been published in The AORN Journal and Outpatient Surgery Magazine on related topics. Beth lives in Gallatin, Tennessee with her husband and son. She spends her free time active in the triathlon community and mentoring inner city children.

- Return your Speaker Release Form, Instructor Information Form, and Reprint Permission Form (if applicable) as soon as possible, but before **February 27, 2019**.
- Book your travel. OR Manager Conference provides a 2-night hotel stay at the Hilton Riverside that must be reserved through the link provided. You may extend your stay, but will be asked to provide a credit card upon check-in for the additional room night(s). The deadline to book your room is **August 16, 2019**. OR Manager Conference has exclusive discounts through Delta and United Airlines. Learn more at www.ormanagerconference.com/travel.
- All speakers receive complimentary conference registration to attend the OR Manager Conference sessions Wednesday thru Friday. You are automatically registered upon confirmation of your speaking slot and will receive an email confirmation for your registration separate from this document. If you would like to upgrade your registration to attend the PACU Manager Summit, please contact Pepper Coe at pcoe@accessintel.com or 301-354-1798.
- Distribute your Speaker Coupon Pass to colleagues and guests, **offering them 15% off their registration**. You can download the Coupon Pass in the Speaker Resource Center and learn more in the section on the Co-Marketing Toolkit.
- Tweet about your session! Follow [@ORManagerCon](https://twitter.com/ORManagerCon) and use #ORMC19 to boast of your participation and get attendees excited for your session. Post the images and ads provided in the co-marketing toolkit online. Like the [OR Manager Facebook page](#), and join the [OR Manager LinkedIn group](#).
- Please use the official OR Manager Conference PowerPoint Template for all presentations. You will receive specific information for submitting your presentation in the upcoming months. All FINAL presentations are due to OR Manager Conference no later than **August 7, 2019**.

AT THE CONFERENCE

- Check into the Speaker Ready Room upon arrival, with your USB containing your backup presentation and videos. *Please note that speakers will receive a compensation check (outlined in your Speaker Agreement) onsite for meals and transportation expenses while at the conference. Individual expenses will not be reimbursed.*
- Your on-site contact will be Taylor McCarthy. If you encounter any travel complications or require on-site assistance, please call 240-285-5655 or ask the conference staff in the Speaker Ready Room.

SPEAKER CHECKLIST

USE THE CHECKLIST BELOW AS A GUIDE TO HELP YOU NAVIGATE THE SPEAKER PACKET.

Additional information can be found on the page listed next to the corresponding action item.

Completed?	Action Item	Due By
<input type="checkbox"/>	Photo and Bio <i>send to TMcCarthy@accessintel.com</i>	January 16th
<input type="checkbox"/>	Speaker Agreement <i>send to TMcCarthy@accessintel.com</i>	January 16th
<input type="checkbox"/>	Speaker Release Form <i>send to TMcCarthy@accessintel.com</i>	February 27th
<input type="checkbox"/>	Instructor Information Form <i>send to TMcCarthy@accessintel.com</i>	February 27th
<input type="checkbox"/>	Reprint Permission Form (if applicable) <i>send to TMcCarthy@accessintel.com</i>	February 27th
<input type="checkbox"/>	Update Your Profile www.ormanagerconference.com/speakerresources	February 27th
<input type="checkbox"/>	Request AV Needs <i>send to TMcCarthy@accessintel.com</i>	June 7th
<input type="checkbox"/>	Submit Presentation for Review	July 19th
<input type="checkbox"/>	Submit Final Presentation	August 7th
<input type="checkbox"/>	Make Hotel Reservation	August 16th

MARKETING TOOLKIT

DISCOUNTS FOR SPEAKER FRIENDS + COLLEAGUES

As a speaker at the OR Manager Conference, we are happy to offer your friends and colleagues a special **15% discount** off Value Package conference pass rates. Just have them use the **VIP Code: SPKVIP** when registering online at www.ormanagerconference.com, or send them your exclusive **Speaker Coupon Pass**.

**Discount valid for new registrations only and cannot be combined with any other discount offer.*

MARKETING TOOLKIT

We've provided a co-marketing toolkit with additional materials (banner ads, badges, and email marketing text) for you to use to invite colleagues and promote your participation at OR Manager Conference. To access the Co-Marketing Toolkit, please visit the Speaker Resource Center at www.ormanagerconference.com/speakerresources.

PROMOTE YOUR SESSION TO YOUR NETWORK



LinkedIn

- Come hear me speak at the 2019 OR Manager Conference at the Ernest N. Morial Convention Center in New Orleans on September 18-20. I'll be speaking on _____ alongside some of our most distinguished peers in the perioperative industry.
- Earn CEs and AEU's by attending sessions like mine, in the Exhibit Hall through poster and exhibitor presentations, and through keynote speaker sessions.
- Use the speaker code SPKVIP for 15% off the Early Bird Registration cost!
- I'm very excited to be joining the OR Manager Conference and looking forward to seeing all of you there!



Twitter

- Hear me speak @ORManagerCon on 9/18! Earn CEs & AEU's at the Ernest N. Morial Convention Center in New Orleans! Get 15% off using my VIP code: SPKVIP.
- I'm speaking @ORManagerCon! Learn more: www.ormanagerconference.com
- Join me this September at #ORMC19 to hear my session _____!
- I'll be speaking @ORManagerCon on September 18th in the ASC track!
- Heading to New Orleans September 19th for #ORMC19 as a speaker! I'll be discussing #patientsafety



Facebook

- Very excited to be speaking at the annual OR Manager Conference on September 18-20 at the Ernest N. Morial Convention Center in New Orleans! This is an excellent opportunity to earn your CEs and AEU's while having a ton of fun onsite—not to mention, it's in New Orleans!
- If you've never heard of the OR Manager Conference I recommend looking into it on their website: www.ormanagerconference.com. If you want to join me, feel free to use my speaker "peers and colleagues" discount code for **15% off the Early Bird Registration price: SPKVIP**

Speaker Name: _____ Company: _____

Session(s): _____

Email Address: _____

PRESENTATIONS:

I will have a PowerPoint Presentation: YES NO

Final presentations to be uploaded onto the Mobile App and on the USB to be distributed to attendees are due by August 7, 2019. Presentations will be added to the mobile app on August 9th and not updated again until September 11th. Updates can be made to your presentation on site in the Speaker Ready Room.

AUDIO TAPING/CONFERENCE PROCEEDINGS:

As part of the education resources provided by OR Manager, we will audio record sessions and produce an e-learning website that will include the audio recordings accompanied by the presentation slides for each of the sessions.

PLEASE READ AND SIGN BELOW:

I hereby authorize Access Intelligence, LLC to print, record, duplicate and offer for sale conference proceedings, cassette tape and/or my video, my speech/presentation and any portion of my participation in the OR Manager Conference to be held at the Ernest N. Morial Convention Center in New Orleans, LA, September 18-20, 2019. I hereby waive any and all rights and claims resulting from the recording, duplicating and sales of audio/videotapes.

I hereby affirm that none of the material presented in my speech/presentation infringes anyone else's copyright or right of privacy, and further, I will not libel or slander any other person, facility, product, company or service during my speech/presentation. If such affirmation is breached, I will indemnify and hold harmless Access Intelligence, LLC and its employees, officers, and directors.

Signature: _____

Name: _____ Date: _____



Return completed form to: Taylor McCarthy • Show Manager
Phone: 301-354-1751 • **E-mail:** TMcCarthy@accessintel.com

INSTRUCTOR INFORMATION

Due by February 27, 2019

(California Code of Regulations, Section 1457)

1. Name: _____

2a. License Number: _____ 2b. Date of Expiration: _____

2c. Type of License: _____

Conference: OR Manager Conference 2019

Location: Ernest N. Morial Convention Center, New Orleans, LA

3. Education:

College/University	Major	Degree	Area of Preparation	Year Degree Granted
College/University	Major	Degree	Area of Preparation	Year Degree Granted
College/University	Major	Degree	Area of Preparation	Year Degree Granted

4. Experience: *(Start with most recent experience)*

Agency	Position	Clinical Area
Agency	Position	Clinical Area
Agency	Position	Clinical Area
Agency	Position	Clinical Area
Agency	Position	Clinical Area

5. Teaching Experience: *(Start with most recent experience)*

Title of Course	Description	Location
Title of Course	Description	Location
Title of Course	Description	Location
Title of Course	Description	Location
Title of Course	Description	Location

6. Have you ever had a course in Principles of Adult education? Yes No

If yes, give details: _____

Speaker Name: _____

Title: _____ Credentials: _____

Facility/Organization: _____

Address: _____

City: _____ ST: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

To the publisher/author: I request permission to reprint the following material in the handouts that will be distributed to approximately 1,400 attendees at the OR Manager Conference.

Authors Name: _____ Publishers Name: _____

Title of Publication: _____

Date of Publication: _____ Page Numbers: _____

Notes: _____

I plan to use the following credit line, unless you specify another form: _____

Permission Granted: Yes No—Reason: _____

No—I don't control the rights, contact:

Name: _____

Company: _____

Address: _____

City: _____ ST: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

Publisher/Author Signature: _____

Speaker Signature: _____



Return completed form to: Taylor McCarthy • Show Manager

Phone: 301-354-1751 • **E-mail:** TMcCarthy@accessintel.com