Continuing Education Speaker Guidelines

Thank you for sharing your expertise as a speaker for a Children's Mercy continuing education (CE) activity! These guidelines outline key expectations and resources to help you prepare an engaging, high-quality presentation that meets CE accreditation requirements.

PowerPoint Slide Requirements

If using PowerPoint, include the following slides:

- **Slide 1:** Title
- **Slide 2:** Disclosure
- **Slide 3:** Learning Objectives
- **Final Slide:** References for cited content, including images

Note: If any of the required slides are missing, CE staff will add them to your presentation.

For additional guidance, review these resources:

- Tips for Effective PowerPoint Presentations – University of Washington
- Guidelines for Accessibility in Presentations – National Disability Rights Network
- CM Multimedia Production Presentation Guidelines – Children's Mercy

Maintaining Scientific Integrity

All presentation content must be evidence-based, scientifically accurate, balanced, and free from commercial influence. Presenters must identify any discussion of unapproved uses of products or services and follow the ACCME Standards for Integrity and Independence.

DO NOT include the following in your presentation materials:

- **Trade names** of drugs or devices unless multiple comparable products are presented (use generic names when possible).
- **Logos** of pharmaceutical companies, products, drugs or devices.
- **Promotion** of personal or business websites, publications, or commercial interests.
- **Product advertisements** or Promotional Materials.
- **Identifiable information or photographs** of patients**.**

***Note**: CE staff will review presentation materials for compliance with accreditation requirements. Additional peer review may be conducted, and changes to presentation content may be required before the activity.*

Optional AI Review: Consider using an organization-approved AI tool (e.g., Copilot) to review your presentation before submitting it to CE staff.

> **Suggested prompt:** *"Review this presentation for potential commercial bias, promotional language, unsupported clinical claims, and other concerns related to the ACCME Standards for Integrity and Independence. Identify specific slides that may need revision and explain why."*

Inclusive and Bias-Free Content

Presentations should use inclusive, bias-free language and reflect the needs and experiences of diverse patient populations. Consider how patient examples, images, and discussions of health disparities may reinforce stereotypes or unintentionally introduce bias. Use the Bias Checklist to review your content before submitting your presentation.

Copyright Guidelines

Presenters are responsible for ensuring they have the appropriate permissions or rights to use copyrighted materials, including images, charts, and other content they did not create. All sources must be appropriately cited and referenced. For additional guidance, review the Copyright Basics resource.