

# HIMSS<sup>®</sup>

## Video Production Requirements & Opportunities Webinar

Maximize *your* Presence  
at the HIMSS  
Interoperability Showcase™

Wednesday, January 06, 2010



# Presenters

**Lisa Spellman**

**Senior Director Informatics, HIMSS**  
**lspellman@himss.org**

**Shelley Melanson**

**Producer, Pegasus Multimedia**  
**shelley@pegamail.com**

# Webinar purpose

1. **Details & Procedures:** Review procedures for confirming and preparing for Showcase Theater (SCT) presentation and 1:1 / stand-up interview
2. **Opportunities to leverage:** Make you aware of other video capture & production opportunities available to realize maximum Showcase ROI

# Scheduling & Procedures



- Will show Showcase Theater Presentation slots today

## Next Steps

1. Review SCT & Interview times – let us know if any issues
2. Complete survey requesting following info
  - Acknowledgement of SCT & interview times
  - **Important Contact info**
    - **For Speaker: Name, title, company/organization, email, cell [for onsite use]**
    - **For point-of-contact: Name, email, cell [for onsite use]**
5. Begin to prepare your SCT speaker & stand-up interviewee

**Warning:** Schedules are tight – if your slot is missed, it will be very difficult to reschedule.

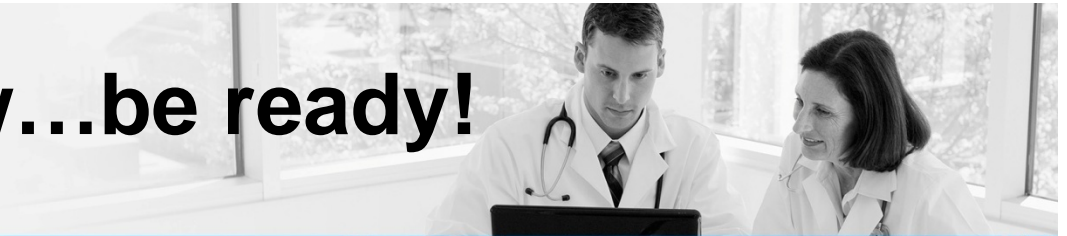
# Preparing Showcase Theater Presentation Speaker



Plan your speaker's schedule thoughtfully - don't have that person scheduled to the last moment in another location and then have to sprint through the Conference Center to speak – convention center is large & busy

- Showcase Theater schedules are very tight
- Ensure speaker has enough time to arrive, check-in & prepare
- Have info about your scheduled presentation on your company website already launched so that interested audience members could go to internet kiosk and learn

# How the day will flow...be ready!



Showcase staff will call/text SCT speaker [approx] 60 - 90 min prior to ensure the speaker arrives at Showcase check-in no later than 10-15 min prior to slot

[using the contact info mentioned earlier so if this changes, please be sure to let us know [ [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) ]

Showcase theater presenter required to meet w/crew 5-10 min prior

- When presenter arrives in theater a videographer will be set-up & waiting
- Videographer will cover key points – where to stand, test the audio settings and cue when he is ready to roll tape

# Preparing Showcase Theater Presentation Speaker



- Have an opening slide welcoming the audience while they get seated
- Ensure speaker rehearses & keeps to time
  - 15 minutes to present & 5 minutes for Q&A
  - Depart stage quickly
- Speaker will be cued @ 5 minutes to end of presentation time
- When your presentation is over please prepare speaker to leave the stage quickly and make room for the next speaker
  - There are areas off to the side of each theater where the speaker could go if they are involved in conversation and/or there are people w/more questions

# Preparing Showcase Theater Presentation Speaker



- Dress for Television
  - No busy patterns
  - Dark blues, grays and jewel colors shoot well
- Coach your speaker to be prepared to...
  - ...Know where to stand, look at the audience - not the camera (shooting will be from the waist up) or read from their notes w/head down
  - ...rehearse and have notes and script ready

# Maximize Your Showcase Theater Presentation Content



Help the audience understand why you – your company – is here and how it ties in with interoperability – IHE and/or HITSP

*Clearly describe benefits* as they pertain to the IHE profiles &/or HITSP that are being used to enable the exchange of information

- What it means to the patient
- What it means to the physician
- What it means to your practice or health care institution

**HIMSS** This is not a time for product-pitching, but please do encourage them to take a Showcase tour and if you have a booth on the exhibit **IHE**

# Preparing for “Stand-up Interview”



*Scheduled* “Stand-up” interview time & date must  
be confirmed before February 5, 2010

# Schedule for “Stand-up Interviews”



MONDAY	TIME	TUESDAY	TIME	WEDNESD	TIME
Eclipsys	2:15	Ingenix	11:15	Sunquest	10:45
Elsevier	2:45	InSite One	11:45	SIS	11:15
EMC	3:15	InterSyste	12:15	Tiani/Spirit	11:45
GE	3:45	MEDecisio	12:45		
HMS	4:15	Microsoft	3:15		
IBM	4:45	Oracle	3:45		
		Philips	4:15		

# Preparing for “Stand-up Interview”



***Prepare 3 questions and rehearse the answers***

**Questions should help lay a foundation for answers:**

- How is your **COMPANY** participating in the Showcase
- Who will benefit
- Plans for the future
- Case Study/Success Story

# Preparing for “Stand-up Interview”

- Keep answers to the point (1 – 2 minutes) clear & simple - don't try to get too much in or stray off topic
- Prepare questions that can be used as part of other presentations, videos, or website


As noted - Dress for Television

- No busy patterns; Dark blues, grays and jewel colors shoot well

# Additional ways to leverage video and your Participation in the Showcase




Take advantage of the onsite video production crew, you may contact them to discuss additional video opportunities

- Customer Success Stories
  - Additional Interviews (executives, marketing/PR)
  - Testimonials
  - Exhibit booth cover
  - Distributed DEMO cover
  - General Convention cover
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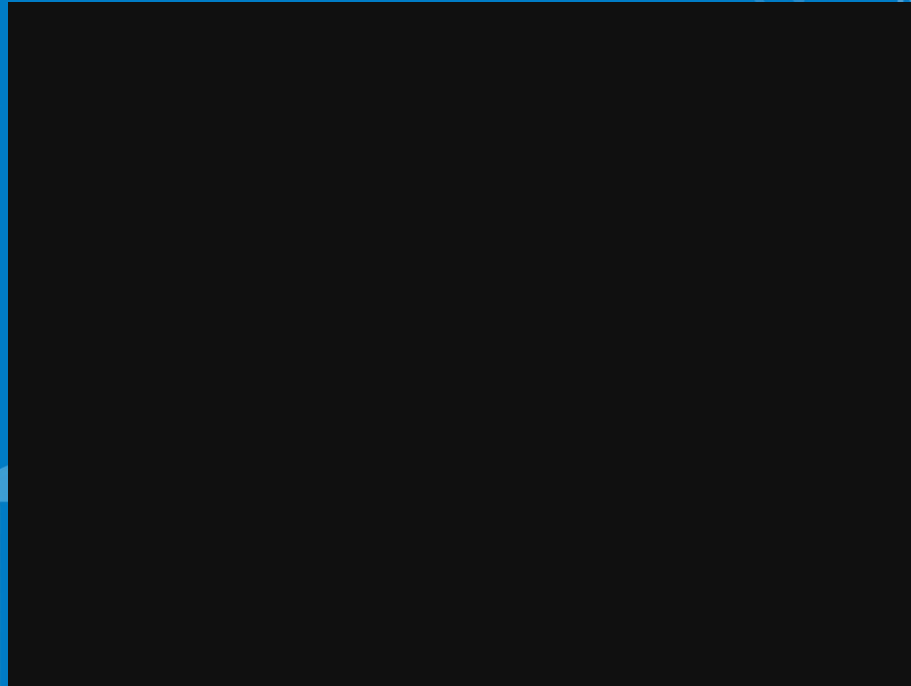
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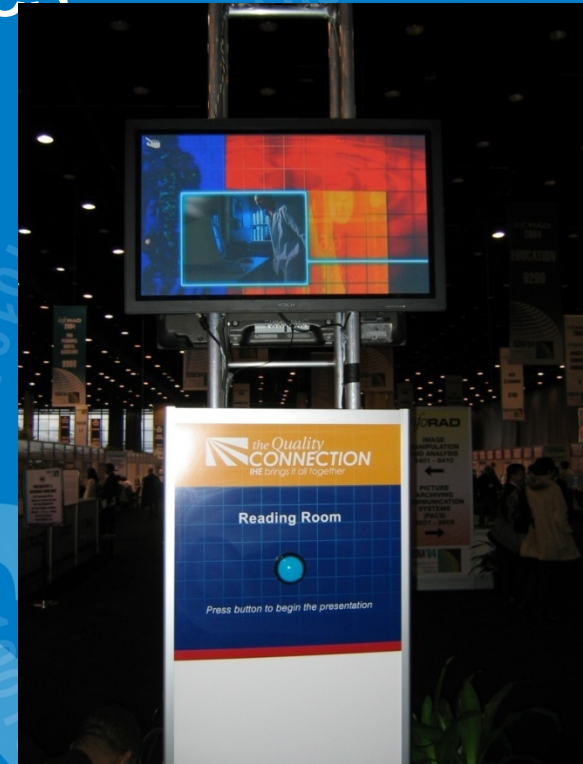
Consider these post-show usages:

- Electronic Press packages/ Video News Release (for PR, website, marketing purposes)
  - Corporate Videos
  - Marketing/Sales Packages
  - Presentation at other venues/conventions
  - Looped video for LCD/Plasma screens
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# Video sample



# Presentation Samples





**Thank you!**

**Questions?**

**[www.interoperabilityshowcase@himss.org](mailto:www.interoperabilityshowcase@himss.org)**