SESSION FORMATS

Please choose a session format (room set) that corresponds with the proposed education content. The majority of our rooms are set with theater-style seating. NOTE: APA will not consider NPC20 proposals for 75-minute educational sessions structured for group learning at round tables.

Please review all format descriptions carefully. APA encourages diversity among speakers and perspectives at NPC20.

Format: Interactive Attendee Engagement with Audience Response Systems

Two or three industry leaders will present slide shows of transformative ideas on a unified theme, topic, or trend. This format is ideal for topics with multiple solutions and varied results. Speakers can moderate this format. NOTE: This is not a panel discussion among the speakers and the audience.

These session rooms will have Audience Response Systems (ARS) so speakers can engage the audience. Attendees may use mobile devices (smartphones, tablets, laptops, etc.) to answer polling questions built into a speaker’s presentation. The Q&A will be conducted via the ARS, allowing attendees to submit questions, the audience to vote, and the moderator/speaker to choose which questions to answer. Learn more about ARS.

Optimize your proposal for this format:

Your proposal’s long description should frame the issues or themes that will be discussed and list effective solutions, best practices, and examples of how obstacles were overcome. The outline should list the order of speakers as well as presentation transitions, timing, and ARS usage for audience interaction. Explain how each speaker will weave the unified topic into his or her presentation. For a three-speaker presentation the ideal timing is:

Moderator: Five minutes framing the topic and briefly introducing speakers (Do not repeat speaker bios included in the program)

Speakers: Three 20-minute presentations in quick succession.

Moderator: 10-minute Q&A using ARS to manage questions submitted by audience.

Room setup:

Theater-style seating including a small stage with one podium and a mic. Presentations will be run from the stage/podium. NOTE: Because this session format is not set up for discussion
between panelists and the audience, there is only one microphone in the room. These sessions will be recorded and made available in APA Learn.

Example (subject to change):

Format: Panel Discussion (Panel/audience interaction; no slide shows)

The required moderator plays a very active role guiding a conversation among the panelists and the audience. A brief introduction of the topic allows ample time for in-depth discussions. Panelists share facts, experiences, and opinions and respond to audience questions. The panel comprises two to four industry leaders who offer thought-provoking analyses of topics from different angles and diverse perspectives.

A Panel Discussion is not:

• A set of presentations, one after another. The room is not equipped for slide shows.
• One-on-one interviews with each panelist. Many untrained moderators simply query panelist, one after another, rather than building a conversation between panelist and the audience.
• An audience Q&A. The moderator must prepare questions.

Optimize your proposal for this format:

Your proposal’s long description should explain why the issues and themes are relevant and why these panelists were brought together to discuss them. Detail how the panelists will address the issues or themes and discuss effective solutions and best practices. The outline should list panel discussion questions, panelist transitions, timing, and audience interaction and cover how the moderator will facilitate the session.

Room setup:

Theater-style seating including a stage with five chairs. The moderator and speakers will have wireless clip-on-mics. Attendees may use the mic stand in the audience to ask questions.

NOTE: There is no screen for slide shows.

Example (subject to change):
Format: Presentation With a Panel Discussion (Panel/audience interaction)

The first 30 minutes must include a slide show presentation that the session’s major points and supporting information. This will jump-start the rest of the session: a point/counterpoint among the panelists discussing the main idea with examples of how it can and should be applied. This format facilitates panel discussions that require a presentation to shape the topic prior to a panel discussion.

The required moderator plays a very active role guiding a conversation between the panelists and the audience. The introductory, in-depth slide show allows ample time for discussion. The panelists will share facts, experiences, and opinions and respond to audience questions during the discussion period. Panelists share facts, experiences, and opinions and respond to audience questions. The panel comprises two to four industry leaders who offer thought-provoking analyses of topics from different angles and diverse perspectives.

A Presentation with A Panel Discussion must include:
• A slide show presentation of up to 30 minutes
• A moderator to guide the conversation, ask thought provoking questions, and facilitate audience questions.

Optimize your proposal for this format:

Your proposal’s long description should detail the presentation topics, explain the relevance of the issues and themes, and tell why these panelists were brought together to discuss them. Detail how the panelists will address the issues or themes and discuss effective solutions and best practices. The outline should list panel discussion questions, panelist transitions, timing, and audience interaction and cover how the moderator will facilitate the session.

Room setup:

Theater-style seating including a stage with a podium and a head table with four chairs. The presentation will be run from the podium that will include a mic. The head table will include a
tabletop mic that facilitates sharing among the speakers. Attendee Q&A can be conducted via the mic stand in the audience.

*Example (subject to change)*

![Conference Image]

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**Format: Facilitated Group Discussion (Interaction among audience members)**

This format is designed to facilitate wide audience participation and sustained discussion. It often produces a progression of ideas since dialogue can flow freely. This format is well-suited for small-group discussions of hot topics, new developments and emerging trends. A facilitated group discussion offers participants the opportunity to learn from industry colleagues, tackle common issues, and develop networks among people with similar interests.

Small-group discussions and Deep Dive sessions are typically presented in this format.

*Optimize your proposal for this format:*

Your proposal's long description should frame the hot topics, new developments, and emerging trends and explain how the group discussions will overcome obstacles to implementing effective solutions and best practices. The outline should list the presentation topics, timing, group discussion transitions and timing, and questions and scenarios presented to the groups.

*Room setup:*

Either theater-style seating or crescent table rounds. If a presentation is presented it will be run from the stage/podium. The group discussion can be conducted by dividing the attendees into groups and asking attendees to move to identified areas of the room to meet and discuss. The room will be set with handheld mics placed on stands throughout the room. The speakers may use these mics to engage the audience by answering and posing questions.

*Note: Selection of this session format does not guarantee round tables in your room. Only Deep Dive sessions are guaranteed round tables.*
Examples (subject to change):

Format: Unique Presentations

Choose a format that is compatible with the topic, suitable for the delivery of your content, and sure to resonate with the audience. These rooms will include ARS for extra audience engagement. Include the specialty format name in your proposal and detail how you will adapt your content to this specialty format.

Debate

A debate is an engaging way to present opposing views about a topic. It usually includes a moderator and presenters who argue for each side of a controversial topic. The moderator may state a proposition followed by two presenters with assenting and dissenting arguments. Alternatively, the moderator may pose pointed questions to which each debater responds with his or her views on the topic. The session should incorporate time for rebuttal and audience questions.

Pardon the Interruption (Hot Seat)

This presentation style, borrowed from a famous sports networks television aesthetic, has tremendous appeal. It lays out topic or issues for speakers to progress through rapidly during a presentation. The topics will be arranged vertically down the right-hand side of the screen, with a timer and transition animations as speakers discuss the topics. This is a fun way to present multiple topics rapidly as industry leaders to share facts, experiences, and opinions.

Game Show

Introduce the panelists and ask a short, provocative question directly related to the session topic. As panelists write down their answers, the audience does the same via real-time ARS polling. When all panelists have written their answers, have them turn over their boards simultaneously for “the big reveal.” Ask each panelist a short, probing question about his or her answer and start a discussion. The format stimulates focused thinking among the attendees and panelists. This works best with three or four industry leaders and no more than four rounds of questions to foster deep discussions around the answers. Not every topic will
lend itself to the Newlywed Game, but it’s a great way to spice up an otherwise boring panel discussion!

**Open Fishbowl**

This format facilitates large-group discussions. Two to four speakers are on the stage with one open chair for a member of the audience who joins the conversation and may ask questions or make comments. The moderator begins by discussing the format and the rules. The Moderator then present the first topic or question and the speakers start talking. One audience member at a time can take the empty chair to join the conversation. The moderator will ask the audience member to self-identify, ask a question, comment, and move off the stage. Then the next topic or question is presented and the sequence repeats. The proposal should identify the topics and the questions that will be presented so that the audience knows what to expect and can join the open fishbowl. The outline should include the topic transitions and question and answer timing and explain how the moderator will facilitate the session.

**The View**

This format features a multi-generational/diverse panel to discuss topics from different angles and diverse perspectives. The discussions may touch on controversial topics, emerging trends, or hot topics and include a range of planning opinions. The proposal should include the topics and the varying opinions that will be addressed. The outline should list the transitions between topics and panelists and explain how the moderator will facilitate the session. Audience engagement can be conducted via ARS.

**Room setup for Unique Presentation Formats**

Since these formats require more intimate connection with the audience, they are set in theater seating surrounding a crescent-shaped stage. The stage will contain a small, high-top, round table and four stools. The presenters will be given a wireless clip-on-mic and a wireless clicker to advance the presentation. Presentations will be displayed on television monitors. Speakers are encouraged to move throughout the room to engage with the audience. Presentations will be run from the stage; speakers can view the presentation confidence monitor in front of the stage. Slide show notes cannot be seen on the confidence monitor.

Let Me Tell you a Story and Ignite Series (formerly Fast, Funny, and Passionate sessions) use this room set up.

**Example (subject to change)**
Circles mark first seat in each row