



NAHDO 2025 Annual Conference Speaker Information Packet

November 4-6, 2025, Fully Virtual

Welcome to NAHDO 2025: Your Guide to Speaking

Thank you for serving as a presenter, moderator, or panelist for our annual conference. We're thrilled to have such a knowledgeable and diverse group of speakers this year as we celebrate **NAHDO at 40: Data and Policy Spanning the Decades**.

This toolkit is designed to provide you with all the essential information you need to prepare for a fantastic virtual experience.

The [full agenda](#) shows the names of presenters, panelists, organizers, and moderators for each session. Please verify that your information is correct and that you understand your presentation time.

Inside, you'll find details on:

- [Key Dates and Deadlines](#): A timeline of important dates to keep you on track.
- [Speaker Guidelines](#): Important information about your role and responsibilities.
- [Communications and Publicity](#): How we'll promote your session and how you can help.
- [Presentation Recording](#): Technical specifications and instructions for pre-recording your session.
- [Presentation Guidelines & Tips for Success](#): Requirements for your presentation along with a few tips and best practices for creating an engaging and effective presentation.
- [Presentation Types](#): Specific requirements and details for each session format:
 - Igniter Sessions
 - Presentation Sessions
 - How-To Sessions
 - State Showcase
 - Panel Discussions

If you have any additional questions, please don't hesitate to reach out to us at info@nahdo.org.

KEY DATES AND DEADLINES

- **Platform Testing Period: September 22 through October 2, 2025** - Everyone appearing on screen must [schedule and complete a platform test](#). This usually takes less than 15 minutes and will give us an opportunity to resolve any technical problems well in advance. Sign up for a testing session as soon as possible.
- **Registration Deadline: October 5, 2025** - All presenters, moderators, and panelists [must register](#) by the early bird deadline.
- **Slides and Recordings Due: October 17, 2025** - All required pre-recorded materials must be submitted to Charles Hawley at info@nahdo.org. All slide decks will be added to the virtual conference platform.
- **Igniter Sessions:**
 - October 14: APCDs and HIEs: Collaborating for Data Linkage
 - October 22: The Impact of Non-Compete Agreements in Healthcare
 - October 29: Maine Cancer Blueprint: Using Linked Health Data to Drive Community Action
- **Main Conference Sessions: November 4-6, 2025**
 - Daily Networking Sessions and Virtual Coffee Shops
 - Presentations and Panels
 - How To Sessions
 - State Showcases

SPEAKER GUIDELINES

Registration - All presenters, panelists, and moderators [must register](#) for the conference. Presenters of submitted abstracts can register at the early-bird, member rate. Some invited guests may receive additional discounts. Please contact us if you have any questions.

Pre-conference planning - Your session organizer is your main point of contact for preparing and coordinating your session. Please connect with them immediately to review your topic, presentation flow, and any logistics. This ensures a smooth and cohesive experience for everyone.

Dress code - We recommend professional business casual attire (jackets without ties, or similar). To maintain a consistent appearance for our attendees, we suggest wearing the same outfit during both your pre-recorded segment and any live virtual appearances. Solid, non-distracting colors tend to work best on camera.

Presentation Structure - Most sessions are designed for three presenters, followed by a dedicated Q&A period with the audience. If time allows, your moderator will lead a deeper discussion among the presenters. Please note that Igniter Sessions and certain pre-arranged panels have their own specific formats. If you have any questions about your session's structure, please consult with your organizer. See [Presentation Types](#) for more details.

Session Recording - All sessions will be recorded and made available on the conference platform for paid attendees. At a later date, these recordings will be made public on our YouTube channel. By speaking, you consent to your presentation and comments being used for public display. Please ensure all content is suitable for a public audience.

COMMUNICATIONS AND PUBLICITY

We'd love your help promoting the NAHDO 2025 Annual Conference and your session. By sharing your involvement, you build excitement for your presentation and help us reach a wider audience of data and policy professionals.

We will promote the event through our newsletters, social media, and partner channels. Here's how you can help:

- **Promotional Graphics:** We have a series of social media graphics available for presenters, attendees, and sponsors in this [Canva library](#). If you are a speaker and would like a customized image with your headshot, please send a high-resolution image to info@nahdo.org, and we'll be happy to create one for you.

Promoting on Social Media

Post #1 – For Speakers

I'm thrilled to be speaking about [insert high-level topic] at the NAHDO 2025 Annual Conference! Join me and other leaders as we explore what it takes to connect data and policy to drive health equity.

This year's theme is **NAHDO at 40: Data and Policy Spanning the Decades**, and I'm excited to share my insights on [insert a more detailed description of your presentation and why it's important to you].

See you online!

- **Event:** November 4–6, 2025
- **Agenda & Registration:** nahdo.org/conference/2025

#NAHDOat40 #HealthData #PublicHealth #HealthPolicy #DataInnovation

Post #2 – For Organizations

[Insert Company Name] is proud to announce that [Speaker's Name] will be a featured speaker at the NAHDO 2025 Annual Conference! This premier virtual event brings together data and policy leaders from across the nation.

[Speaker's Name] will be discussing [insert presentation topic] and contributing to conversations that are crucial for advancing public and community health. We are honored to be part of the dialogue.

- **Event:** November 4–6, 2025, Fully Virtual
- **Agenda & Registration:** nahdo.org/conference/2025

#NAHDOat40 #HealthData #HealthEquity #HealthPolicy #DataInnovation

Promoting in Newsletters

We are pleased to announce that [Speaker's Name] from [Company Name] will be a featured speaker at the NAHDO 2025 Annual Conference, a premier national convening on health data and policy. The fully virtual event, celebrating NAHDO at 40: Data and Policy Spanning the Decades, will take place from November 4–6, 2025.

[Speaker's Name] will share insights during a session titled [Insert Session Title] and will join a dynamic lineup of experts discussing what it takes to bridge data and policy for real-world impact.

Registration is now open: nahdo.org/conference/2025

PRESENTATION RECORDING

All presentations, including panel discussions, must be **prerecorded and submitted** for approval.

- **Time Limits:** Presentations must be **8-10 minutes long**. Panels may have different time limits, so please confirm with your session organizer.
- **Submission Deadline:** Your recording file must be sent to Charles Hawley at info@nahdo.org by the end of **Friday, October 17**.
- **Submission Method:** You most likely can send your recording as an email attachment. However, if your video file is larger than 25MB, you will likely need to use a file-sharing service. Charles can assist you with this if needed.

Technical Guidelines

- **Recording Software:** You can use nearly any meeting or presentation software that allows recording, such as Zoom, Microsoft Teams, Webex, Adobe Presenter, or even PowerPoint.
- **Preferred Format:** **MP4** is the preferred file format, but we also accept AVI, FLV, MPG, MPEG, and MOV.
- **Recommended Dimensions:** For the best viewing experience, please use **1920 x 1080 pixels (16:9 aspect ratio)**. Videos with other aspect ratios will have black bars added to fit the screen, which can make your content difficult to read.
- **Maximum File Size:** The maximum file size is **8 GB**.

Important Note on Length

If your recording exceeds 10 minutes, Charles will first attempt to edit it down to the required length and send it back to you for approval. If editing is not feasible, you will be asked to re-record your presentation to meet the time limit.

PRESENTATION GUIDELINES AND TIPS FOR SUCCESS

Our audience

Expect a diverse and mission-driven group of health data professionals, government and policy leaders, and health IT experts. Attendees are looking for the latest information and actionable solutions.

Presentation Delivery Tips for a Virtual Audience

Own the Digital Room

You were selected for your expertise—trust it. You don't need a flashy performance. What matters most is **clarity, confidence, and connection**. Speak conversationally and with conviction. Use a steady pace and a clear voice. Aim for a natural delivery, as if you're speaking to a colleague, rather than reading from a script.

Start Strong, End Stronger

Capture your audience's attention from the start with a compelling insight, bold question, or real-world example that shows why your topic matters. Conclude with a clear takeaway or a call to action—something tangible that attendees can remember, share, or apply immediately to their work.

Make It Easy to Follow

Structure your talk in logical segments instead of a rigid script. Use transitions to guide your audience smoothly, for example: "This is where the data connects to policy," or "Let's pivot to the next challenge." A clear narrative keeps even the most technical or data-heavy topics engaging.

Engage with Your Virtual Audience

When using notes, stick to simple outlines or bullet points—don't read word-for-word. Look directly into your camera to simulate eye contact with your audience. Remember to pause periodically to check the chat box for questions or comments. This gives you valuable feedback and a chance to reframe your points if needed.

Be Action-Oriented and Generous

Go beyond simply presenting information. Offer **resources, frameworks, or concrete next steps** that attendees can use. The most effective sessions equip people with the tools to drive change in their own communities and organizations.

Make Connections!

Many of our attendees come to build new partnerships and stay in touch with inspiring leaders. If you're open to it, consider including a slide at the end with your email, LinkedIn profile, or a QR code to a digital business card. This makes it easy for others to connect with you after your session.

PRESENTATION TYPES

Presentation Types: Specific Requirements and Details

This section outlines the unique structure and goals for each session type. Please review the details for your specific format to ensure your presentation aligns with the intended audience experience. If you are unsure which category your session falls into, please contact your session organizer.

Igniter Sessions

These are high-impact sessions designed to spark new ideas and conversations as part of the pre-conference events.

- **Goal:** To deliver a compelling, focused message that introduces a topic, challenge, or innovative concept.
- **Format:** Prerecorded presentations in segments of **8 minutes** each. While there is some flexibility, the entire session should be no more than 30 minutes, including presentation time and Q&A.
- **Key Tip:** Focus on one core idea at a time. Use your time to tell a concise story, pose a bold question, or highlight a single key finding that will ignite curiosity and discussion.

Presentation Sessions

These are traditional sessions for sharing research, project outcomes, or best practices with a knowledgeable audience.

- **Goal:** To inform and educate attendees on a specific topic, providing context, details, and outcomes.
- **Format:** Each session will run 60 minutes, with three distinct presentations on related topics. Each prerecorded presentation of **8-10 minutes** will be followed by a live Q&A session. The last 15 minutes will allow a last opportunity for the audience and other presenters to ask questions or for the presenters to summarize reactions and thoughts.
- **Key Tip:** Structure your presentation with a clear beginning, middle, and end. The goal is to provide a comprehensive overview that sets the stage for a deeper discussion during the live Q&A.

How-To Sessions

These practical sessions are for speakers who will provide a tangible skill or a step-by-step guide on a specific process.

- **Goal:** To equip attendees with the knowledge and tools to implement a new process, use a specific framework, or solve a common problem.

- **Format:** Each session will run 60 minutes, with three distinct presentations on related topics. Each prerecorded presentation of **8-10 minutes** will be followed by a live Q&A session. The last 15 minutes will allow a last opportunity for the audience and other presenters to ask questions or for the presenters to summarize reactions and thoughts.
- **Key Tip:** Keep your instructions clear and easy to follow. Think of this as a tutorial. Focus on what the audience needs to know to get started and where they can find more resources.

State Showcase

This session highlights innovative health data and policy work happening at the state level.

- **Goal:** To share a successful initiative, program, or policy from a specific state, demonstrating its impact and replicability.
- **Format:** Each session will run 60 minutes, with three distinct presentations on related topics. Each prerecorded presentation of **8-10 minutes** will be followed by a live Q&A session. The last 15 minutes will allow a last opportunity for the audience and other presenters to ask questions or for the presenters to summarize reactions and thoughts.
- **Key Tip:** Your story should answer the question: "How did we do this, and what can others learn from our experience?" Highlight the challenges you overcame, the key partnerships you built, and the outcomes you achieved.

Panel Discussions

These sessions bring together multiple experts to discuss a topic from different angles.

- **Goal:** To foster a dynamic, unscripted conversation that explores a complex topic through diverse perspectives.
- **Format:** Panelists may submit short prerecorded segments to introduce themselves and their ideas or programs, if desired. The moderator will engage panelists in a Sunday morning news show format, allowing panelists to join in the discussion as necessary. The presentation and discussion elements will be prerecorded with the live Q&A with the audience happening according to planned timeframes.
- **Key Tip:** Your introductory segment should set the stage for your contribution to the panel. Introduce your key perspective or a specific aspect of the topic you will be discussing. The real value comes from the interactive dialogue that follows.