#AskIndustry Webinars
Vendor Participation Guidelines

Introduction

As we all adapt to the “next norm”, SIIM continues to offer opportunities for the vendor community to participate in the Society’s education program. Even though we were not able to include the #AskIndustry Sessions at the virtual #SIIM20 Annual Meeting, we are excited to offer the #AskIndustry Webinars to our vendor partners.

SIIM Community members value the imaging informatics knowledge and experience that industry leaders bring to the table. One of the opportunities is the #AskIndustry Webinars. These educational opportunities are intended to be about ideas, information, insights and concepts helping to solve real-world challenges, and not to be promotional.

Below are guidelines and suggestions to assist panelists in preparing for the webinars and how best to participate during the webinar.

Vendor Representation

Webinar attendees are seeking information to help them better understand common challenges in their day-to-day workflow and learn about possible solutions. Vendor representatives should be experienced and knowledgeable in the topic. In addition, they should be keenly aware of the challenges facing the webinar attendees and be able to discuss associated concepts in an open and professional dialog. Sales and marketing personnel are not suitable for these sessions and will not be able to participate. The assigned speaker should be comfortable speaking in front of medium to large size groups. Examples of company personnel that fit the speaker profile are:

- Product/Program Managers
- Technical Staff
- Applications Specialists
- Senior Management

General Guidelines

- There will be mandatory planning calls for vendor participants prior to the webinar with Session Co-Chairs.

- The person listed on the original application must be the person presenting in the webinar. To ensure that webinar attendees benefit from the subject matter expert’s knowledge and preparation, substituting speakers should be avoided. The deadline for any substitution, if necessary, is six weeks prior to the webinar date.

- There will be one slide prepared on the SIIM PowerPoint template listing the webinar title and speakers, including their name, headshot, title and association, developed by session Co-Chairs. Vendor participants will not be required to prepare presentation slides.

- Vendor representatives are not permitted to wear clothing with large corporate logos or slogans on them. Dress code is business casual.
Hand-outs are not permitted during the webinar. Vendor and product specific inquiries will not be answered during the Q&A portion of the webinar and will be directed for follow up afterwards.

All selected presenters will be required to complete and sign SIIM’s Faculty Forms.

Adhering to these guidelines is critical to ensure continuing education policies are met.

**Participation in the #AskIndustry Webinars**

- Webinar moderator and presenters will be asked to log in to Zoom 30 minutes prior to the live webinar for the final practice, audio/video testing, etc.

- During the webinar, the moderator will lead the discussion by asking questions, providing guidance and managing the time allotted to be equitable to all participants. The moderator will also lead the 15-minute Q&A portion with the audience at the end of the webinar, which will be managed through the Q&A feature within Zoom.

- Be respectful of the time for your response to questions; be concise and allow time for more questions.

- Vendor representatives are expected to conduct themselves in a professional and collegial manner. Focus statements and comments on the topic, rather than on your specific products or those of competitors.

- Instead of using a product name (e.g. PACS-A-Tron 2000); refer to a generic industry term (e.g. PACS). IHE actor names are often useful as input when considering generic system names.

- There will be an opportunity for attendees to ask questions via the Q&A feature in Zoom. Keep your responses to questions brief and on point, giving your peers an opportunity to contribute.

- Present information as ‘lessons learned,’ when possible. For example, were there any unexpected benefits following an implementation? Meeting attendees appreciate hearing about real-world experiences more than potential options.

- The webinar moderator reserves the right to redirect any conversations that become sales or are overtly biased.

- Avoid disclosing any confidential corporate information. Providing information in materials or in comments made during the webinar should be considered disclosure.

- Following the webinar, provide your feedback to the moderator or SIIM staff. SIIM wants to make the experience valuable and positive for both vendor representatives and webinar attendees and welcome your input.

- Smile. Be enthusiastic, positive and have fun.

*Thank you for your valuable contribution to SIIM’s education program.*