



# Yale Continuing Medical Education

Transition to Zoom-based Conference: Guidelines and Tips

# Yale Continuing Medical Education (CME)

CME conferences remain an effective way to provide valuable education, and at the same time highlight the expertise provided at Yale University

Despite its limitations, thoughtfully designed programs can be provided remotely with meaningful learner engagement

Yale CME can help you navigate this new world of remote education

# What Can Yale CME Provide?



**Marketing:** promotion for Zoom-based conferences will be done in the same manner as your traditional live event with email blasts, and your individual preference regarding the target audience and your marketing 'reach' (e.g. regionally or nationally) will be discussed



**Event registration:** online CloudCME process



**Grant funding:** all grants will indicate the delivery of the educational activity as Zoom (virtual) webinar



**Financial reconciliation and accountability:** Yale CME will provide an updated estimated budget draft to you showing the adjusted accreditation fees and estimated expenses

# What Can Yale CME Provide?



**Recordings of the Zoom webinars at no additional cost to your department:** accessible via the Yale CME website as an Enduring Material at no additional cost to your department



**Free access to these webinars for CME credits for Yale University NetID users:** all other learners will pay a registration fee which will be based off the amount of credits assigned to the course



**Technical support:** An AV tech who will assist with monitoring all technical issues behind the scenes with speakers and attendees (separate fee)

# General Guidelines for Zoom-Based Conferences



Consider the program duration (suggest no longer than 4 hour session), engagement of participants, and using interactive tools



Breakout room feature is available

# Recommendations

- **Identify a facilitator/host** to assist with introductions, kick off the meeting, monitor the conference and keep things running on time
- **Host a pre-conference meeting with all speakers** to ensure they are comfortable with presenting their slides and/or any other features they may wish to implement with the Zoom presentation
- **Assign a moderator for each breakout room** (if being utilized) to assist learners with discussion

# Exhibit Options

1

## Commercial

30 seconds = \$500

60 seconds = \$1000

2

## Booklet

One 8.5 x 11 page  
advertisement = \$500

Booklet posted online for all  
registered participants to  
view

3

## Commercial & Booklet

\$1000 - \$1500 based on  
duration of commercial

# Building Your Zoom Event

