



# We've Identified the Congress... Now What?

ISMPP U

November 19, 2025



Webinar will begin promptly at:

**11 AM ET /  
4 PM GMT /  
5 PM CET**

Nov 19, 2025



# THANK YOU

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# Register for upcoming ISMPP Meetings

Registration is Open

**JAN**  
**26-28**

**EUROPEAN  
MEETING**  
**LONDON**

**APR**  
**20-22**

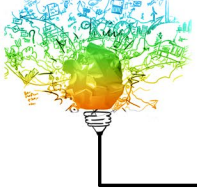
**ANNUAL  
MEETING**  
**WASHINGTON, DC**



## To activate captions

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- Access the captions button: In the meeting controls toolbar, click the "Show Captions" icon (usually looks like a "CC")
- Select language:
  - Click the arrow next to the "Show Captions" button
  - Select your preferred language from the "Speaking Language" dropdown menu



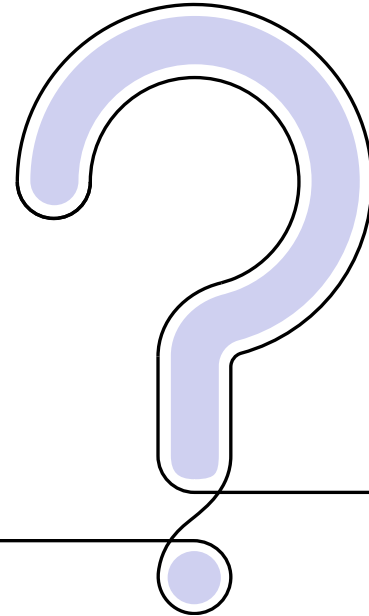
# How to ask questions

Feel free to ask a question at any time; however, all questions will be held until the end of the presentation

To ask a question, open the Q&A window and type your question into the Q&A box. **Click Send**

**Note:** Check **Send Anonymously** if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)



# Disclaimer

Information presented today reflects the personal knowledge and opinions of the faculty and does not necessarily represent the position of their current or past employers.



# Objectives

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Provide an overview of congresses, organizations that host them, and their role within the publications ecosystem



Understand the key components of congress publication activities, including content development, compliance, logistics, and post-meeting considerations



Hear real-world examples from the perspectives of experts in the congress, pharmaceutical, and publication agency organizations



# Faculty

## *Moderator*



**Kindiya Geghman,  
PhD, CMPP™**

VP of Medical and  
Scientific Services  
Ashfield MedComms, an  
Inizio Company



**Melissa K. Goodman,  
CMP, DES**

Director, Annual Meeting  
Programs, Convention +  
Meetings  
American Urological  
Association



**Mel Purves,  
PhD, CMPP™**

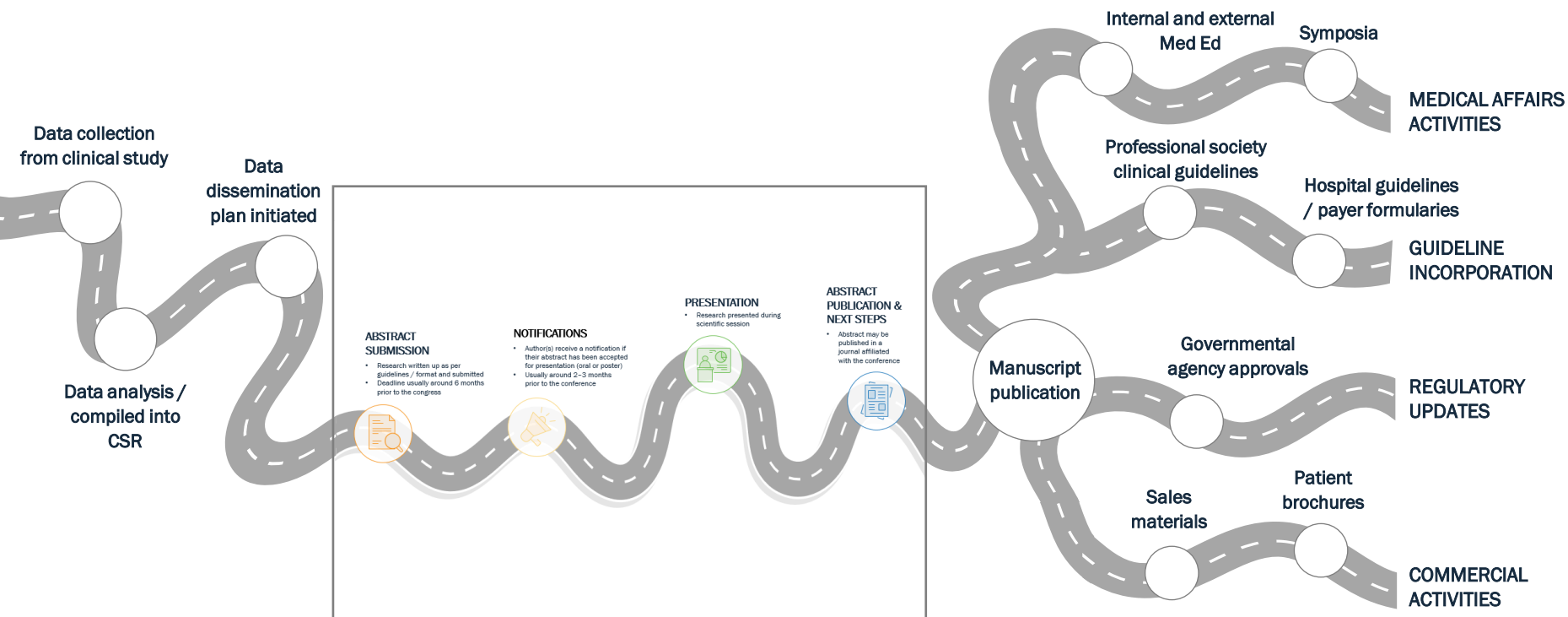
Director, Scientific  
Services  
Prime



**Sian Kneller,  
MSc, CMPP™**

Director, Content Creation  
and Delivery, Oncology  
GSK

# The clinical dataset journey



*Data collection and analysis*

*Publication plan tactical execution*

*Wider data incorporation and dissemination*

## ABSTRACT SUBMISSION

- Research written up as per guidelines / format and submitted
- Deadline usually around 6 months prior to the congress



## NOTIFICATIONS

- Author(s) receive a notification if their abstract has been accepted for presentation (oral or poster)
- Usually around 2–3 months prior to the conference



## PRESENTATION

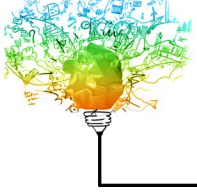
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## ABSTRACT PUBLICATION & NEXT STEPS

- Abstract may be published in a journal affiliated with the conference





## Polling question

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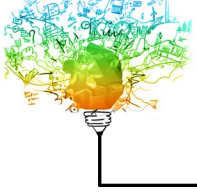
*How many congresses have you supported before?*

None – this  
will be my  
first

1 – 3

4 – 10

>10



# Meet Bob

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Bob is a medical writer and has been tasked with writing, submitting and managing the onsite presentation of pivotal data from a Phase III study.

This is Bob's first ever conference as a writer.



# Congress overview

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- Types: Annual Meeting, Convention, Congress
  - Annual vs less frequent
  - Global vs local
  - Large umbrella topic vs small niche focus
  - Wide range of audiences vs specific career specialty
- Larger congresses are often associated with society / professional associations, which have other components:
  - Journals, Guidelines, Advocacy, Patient Education
- They may also have multiple affiliated congresses (e.g. ASCO & GUASCO)
- Historically in person, virtual (during COVID), now many are hybrid



# Why are Congresses important?

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- Critical locations to present new and innovative data and technologies to get into the public domain
- Networking and collaboration with peers
- Receive valuable education
- Support the Association / Society's larger mission and goals



What insights into AUA can you share around congresses?

*Answered by*  
**Melissa Goodman**



Sian, can you provide any insight into which congresses you attend?

What is the importance of attending congresses?

*Answered by*  
**Sian Kneller**



CONVERSATION  
BREAK



# Journey through the congress: Before, during and after

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Pre-meeting

Peri-meeting

Post-meeting



# Pre-meeting: Abstract development

## Preparation is key

### Abstract guidelines

- Deadline
- Word count
- Authorship considerations
- Figures and tables?
- Submission fee?
- Encores allowed?
- Type – TiP / regular / LBA
- Structured / unstructured?

### Dummy submission

- Category?
- Poster / oral?
- Login details
- Account needed?
- Sponsor?

### Author kick off call

- Author byline
- Presenting author
- Author 'out of offices'
- Key data
- Story flow
- Data pack
- Key client reviewers
- Timelines
- Transfer of value (US)
- Parallel publication



# Pre-meeting: Abstract development

**Make sure you follow agency and client SOPs and adhere to GPP guidance for congress submissions**



\*May not always be needed, but are best practice – check agency and client SOPs  
GPP, Good Publication Practice; SOP, standard operating process

★ Key step in GPP guidelines



# Pre-meeting: Abstract development and submission

## Bob's top tips for abstract development!

- ✓ Take the time to get to know your data, SOPs, congress submission and GPP guidelines
- ✓ Planning keeps everyone on track
- ✓ Involve authors early and do not skip author review or approval rounds
- ✓ Save down all author / client comments and pertinent emails
- ✓ Annotate your dummy submission and revisit!
- ✓ Ask a senior team member to review the submission proof before hitting submit (watch out for authorship and title changes!)





How do you decide on the presenting author?

*Answered by*  
**Sian Kneller**





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Pre-meeting

Peri-meeting

Post-meeting



# Pre-meeting: Poster / oral development

## Be prepared and organized

Data for inclusion / key refs – any updates?

Copyright permissions

Client / press briefing documents

Change in COI / disclosures

Alignment with simultaneous publication

Which client stakeholders need to be involved?

Congress template / restrictions

QR codes to host (mandatory or optional) extenders

Does the presenter need to confirm acceptance?

Embargo dates for client comms

Upload deadline

Session details



If you don't receive all the information above, be sure to ask for it!



# Pre-meeting: Poster / oral development

## Additional considerations...

### Data for inclusion / key refs – any updates?

Oral presentation

FAQ / discussion guide / speaker briefing needed?

Speaker rehearsals

Back up slides - pre-empting potential questions

Are speaker notes needed?

### Poster presentation

Virtual or in person

Print size and material

Print deadline – congress or third-party printer

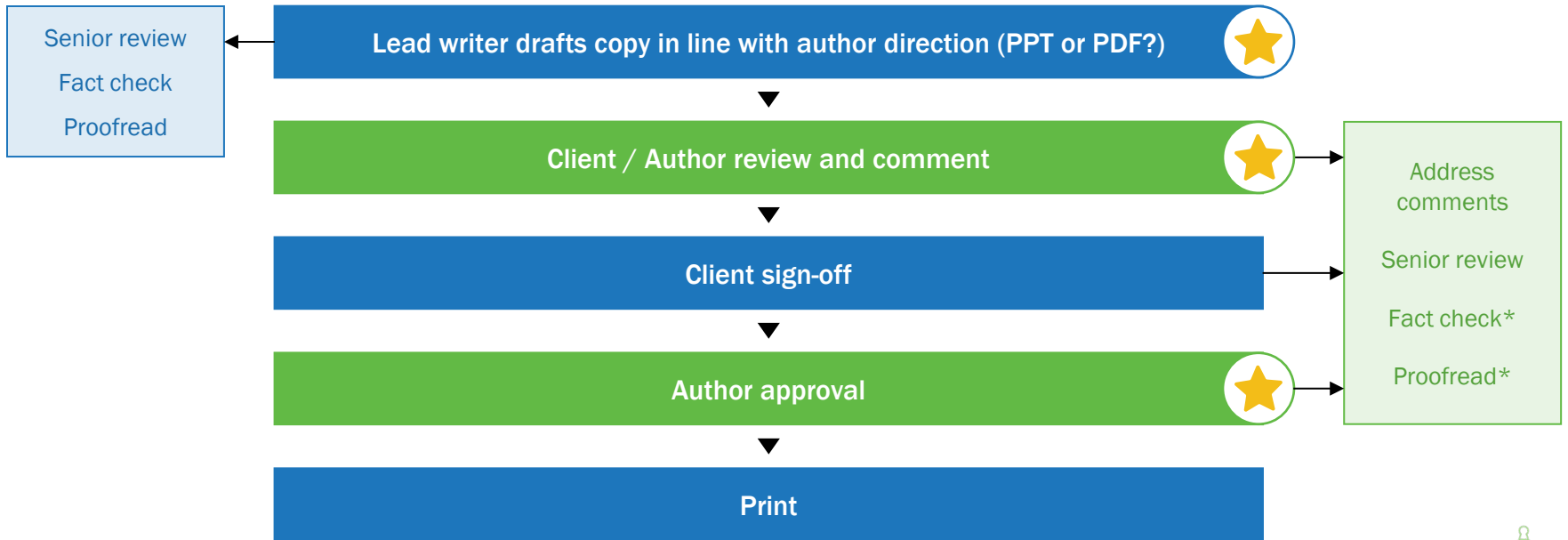
Layout preferences

PowerPoint or InDesign



# Pre-meeting: Presentation development

**Make sure you follow agency and client SOPs and adhere to GPP guidance for congress presentations**



\*May not always be needed, but are best practice – check agency and client SOPs  
GPP, Good Publication Practice; PDF, portable document format; PPT, PowerPoint; SOP, standard operating process

★ Key step in GPP guidelines



# Pre-meeting: Presentation development

## Bob's top tips for presentation development!

- ✓ Double check your deadlines – they're often sooner than you think
- ✓ Don't assume that the presentation will not include additional data – check and reconfirm the objective and story!
- ✓ Involve authors early and do not skip author review or approval rounds
- ✓ Allow enough time for key client stakeholder review
- ✓ Ask early on if the client and authors would like discussion guides / extenders or help with drafting company comms
- ✓ Live reviews often help capture comments from busy authors
- ✓ Check if the congress requires a photo / bio of presenting author





# Summary



**Preparation is key – make sure you have all the information you need**

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**Always develop content in line with GPP and congress guidelines, client and agency SOPs**

- Content should be accurate and non-promotional



**With preparation and good publication practice, Bob makes his congress experience a success**



What is your strategy for which new data go where, and which publications are encored?

*Answered by*  
**Mel Purves**





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Pre-meeting

Peri-meeting

Post-meeting



# Peri-congress

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2-3 weeks out + on-site essentials



# Speaker prep



Finalize slides –  
data checking and  
author/legal/  
medical approval



Speaker briefing +  
run-throughs



Prepare Q&A docs –  
Align on what can /  
can't be discussed



# Poster prep



Print logistics: ship / fly with poster / onsite print



Electronic poster deadlines (often weeks ahead)



Know poster hall details: number, set-up time, removal rules



Poster presentation types: stand-by, spotlight, mini oral

Bob signs in, picks up his badge, then ensures his poster has arrived and familiarizes himself with the space (where poster will be hung, booth, presentation halls). He has mapped out the posters & presentations he wants to see, ensuring sufficient time to get across the conference area to different locations.





What are some ways we can improve sustainability when attending and presenting at congresses?

Answered by  
Melissa K. Goodman





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Pre-meeting

Peri-meeting

Post-meeting



# Post-Congress

From data to dissemination



# Abstracts & posters



Abstracts → usually published in affiliated journal (lag: months)



Delegates may have access to posters & videos of presentations on the congress site for a pre-determined period



Posters: must be taken down / disposed of



Digital sharing options: microsites, QR codes, pharma medical sites

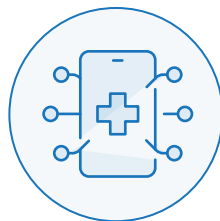
Note: Always check copyright / embargo rules of the congress



# Metrics & reporting



Foot traffic: who came by, who asked questions and what questions came up



Engagement: QR scans, downloads, email requests



Media coverage + press releases

Note: These presentation metrics normally form a part of the wider client internal congress report



# Encore & manuscripts



Bob heads home after 4 long and exciting days of learning. He's looking forward to encoring the presentation at a local congress, and supporting development of the manuscript.



Data can be “encored” at other / local congresses



Following the congress presentation, the next step is usually manuscript development (parallel or after)



Key / pivotal data (e.g., phase III)  
→ often parallel manuscripts



## Polling question

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*Does your team / client track engagement with posters?*

Yes, always

Sometimes

Never /  
not sure



CONVERSATION  
BREAK

What are some key post-meeting actions that you take in your role?

*Answered by*



Melissa K. Goodman



Mel Purves



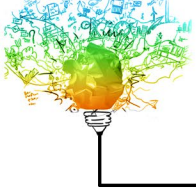
Sian Kneller



## Audience Q&A

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# Upcoming ISMPP U Webinars

**December 2025 APAC ISMPP U:**

**Use of AI for searching & summarizing literature**

**December ISMPP U:**

**Optimizing Publication Extenders: A Toolkit for Standardization**



# Thank you for attending!

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We hope you enjoyed today's presentation.

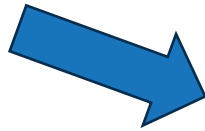
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Please click Continue to participate in a short survey.

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Are you sure you want to continue?



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Stay on zoom.us



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