

# 2021 AABB ANNUAL MEETING EDUCATION SESSION PROPOSAL GUIDE

This document will help you prepare your proposal for an education session at the 2021 AABB Annual Meeting. Please note that you can access your proposal to add, update, or edit the content through the submission period, which ends January 29, 2021.

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Advancing Transfusion and  
Cellular Therapies Worldwide

## AABB CONTINUING MEDICAL EDUCATION MISSION STATEMENT

The goal of the AABB Continuing Medical Education (CME) Program is to support the AABB mission to advance the practice and standards, transfusion medicine, cellular therapies and patient blood management to optimize patient and donor care and safety. This goal is accomplished by producing relevant, high quality, and cost-effective continuing education that increases the knowledge and/or competence of physicians and other allied healthcare professionals.

*CME for physicians; CE for non physicians*

## PLANNING TIMELINE

### JANUARY 29, 2021

Submission Site Closes

### APRIL 2021

Preliminary Acceptance  
Notifications

### MAY 2021

Final Acceptance  
Notifications

### OCTOBER 2021

AABB Annual Meeting

## SUCCESSFUL SESSION

PROPOSALS HAVE THE FOLLOWING ATTRIBUTES:

### WHO

A clear definition of the ideal audience you are targeting.

Global voices and perspectives included (where relevant).

Diversity of presenter expertise, workplace affiliations and areas of focus.

### WHAT

New, innovative topics and information that is gaining traction in the field.

Educational value not available elsewhere.

Thought-provoking key takeaways for attendees.

### HOW

Enough resources to organize the session and successfully execute it.

Program Chairs who can lead discussion and facilitate interaction among presenters. Program Chair must also facilitate all session and speaker preparations leading up to and during the Annual Meeting.

Specific plan for audience engagement, such as through the question and answer period for the session.

**Please note:** if you have all of the attributes for a successful session but have not been able to identify speakers, please submit the session without the full speaker list and indicate in the description that assistance is needed in identifying speakers.

# TARGET AUDIENCE

CME activities are designed to serve the professional and educational needs for:

- CEOs
- COOs
- Directors
- Donor Recruiters
- Managers
- Medical Directors
- Nurses
- Physicians
- Perfusionist Research Scientists
- Residents/Fellows
- Students (MD, MT, SBB)
- Supervisors
- Technologists
- Transfusion Safety Officers

# SESSION INFORMATION

- Session title. Title should be succinct and clearly reflect the specific topic of the session (avoid use of copyright titles and cute titles).
- Submitter name & email
- Speakers name & email
- Program Chair name & email (if different from submitter)
- All sessions are 60 minutes in length
- Each session will have (1) Program Chair and a maximum of two (2) speakers.
- Sample 60-minute session agenda:

5 min	Program Chair opens session (incl., objectives, Program Chair disclosures, speaker introductions)
20 min	First speaker's presentation
20 min	Second speaker's presentation
13 min	Q&A facilitated by the Program Chair
2 min	Program Chair to close the session

# SESSION TITLE & DESCRIPTION

- Your session title cannot exceed 150 characters
- Your session description cannot exceed 1,000 characters.
- You will have the option of cutting and pasting your description content or uploading a plain text or HTML document (you can save a Word file as HTML for upload). Please do not include your objectives or speaker details in your description. Refrain from including notes to the committee unless you are requesting help identifying appropriate speakers.

# PRELIMINARY ACCEPTANCE

Prior to acceptance, the Annual Meeting Education Committee (AMEC) may request submitters to merge proposals on similar topics or that have significant overlap. This is to minimize repetition and produce a quality session. The AMEC will communicate any requested changes to the session proposal to the Program Chairs in April 2021.

# CATEGORIES AND KEYWORDS

You will be asked to choose a primary category and up to five keywords. The primary category should reflect the overall topic of your proposal. Keywords should reflect other topics that are covered in your proposed session.

## BLOOD BANK/BLOOD CENTER

Collections and Product Manufacturing  
Component Processing  
Donor Apheresis  
Donor Collections  
Donor Hemovigilance – Noninfectious Adverse Events  
Donor Hemovigilance- Transfusion transmitted Diseases  
Donor Recruitment and Retention  
Donor Testing

## CELL BIOLOGY, IMMUNOLOGY AND BIOCHEMISTRY (Basic and Preclinical Research)

Leukocytes (includes Experimental transplantation/immunotherapy)  
Platelets  
Red Cells

## CELLULAR THERAPIES AND IMMUNOTHERAPIES

Collections, Processing and Storage  
Cord blood (including cord tissue and perinatal cells)  
Hematopoietic Cell Therapy/Transplant  
Immunotherapies (includes CAR T cells)  
Nonhematopoietic Cell Therapy  
Regenerative Medicine  
Regulations  
Somatic Cell Therapy

## DEVELOPING CURRICULUM

Competency Assessment Methods  
Curriculum Development, Implementation and Evaluation  
Professional Development

## Proficiency Testing

Training Methods for Employees, Students, Residents and Fellows

## IMMUNOHEMATOLOGY AND GENETIC TESTING

(red cells, leukocytes and platelets)  
Immunohematology (includes serology)  
Molecular Diagnostics and Testing

## HEMATOLOGY AND COAGULATION

Disorders  
Testing and Assay Development

## INFORMATION TECHNOLOGY AND INFORMATICS

Electronic Health/Medical Records  
Laboratory Information Systems

## INSTRUMENTATION

Instrumentation

## INVENTORIES

Inventory Distribution  
Inventory Management  
Inventory Storage

## LEADERSHIP

Marketing  
Operations  
Strategic Planning

## MANAGEMENT

Financial Management  
Laboratory Administration  
Personnel Management  
Practice Management  
Quality Management

## NEW INNOVATIONS, NEW TECHNIQUES AND NEW TECHNOLOGIES

New Innovations, New Techniques and New Technologies

## PATIENT BLOOD MANAGEMENT

Patient Blood Management

## PUBLIC HEALTH AND POLICY

Public Health and Policy

## QUALITY

Laboratory Safety  
Quality Assurance  
Quality Control  
Quality Management Systems  
Standards, Regulations and Accreditation

## THERAPEUTIC APHERESIS

Therapeutic Apheresis

## TISSUE BANKING AND MANAGEMENT

Tissue Banking and Management

## TRANSFUSION SERVICE

Evidence Based Medical Practices  
Patient Safety  
Patient Testing  
Pediatric Transfusion Clinical Medicine  
Perioperative and Anesthesia Transfusion Practices  
Recipient/Patient Hemovigilance – Noninfectious Adverse Events (Transfusion Reactions)  
Recipient/Patient Hemovigilance – Transfusion Transmitted Infectious Diseases  
Transfusion Medicine Clinical Practices  
Trauma and Massive Transfusion Practices

# WRITING LEARNING OBJECTIVES

## FOR CONTINUING EDUCATION ACTIVITIES

Clear, measurable learning objectives are required for every continuing medical education activity. Objectives should address specific audience needs and interests, and facilitate measuring the educational activity. In writing objectives, use clear and attainable measures to answer the question: **“What should the participants be able to do?”** These objectives should focus on knowledge/skill acquisition or reinforcement. AABB uses the following recommended wording format for creating objectives: **“Upon completion of this activity, participants should be able to…”** This phrase is followed by a specific performance verb and the desired learning outcome.

Examples of performance verbs include:

APPLICATION	COMPREHENSION	KNOWLEDGE	ANALYSIS	SYNTHESIS	EVALUATION
Apply	Associate	Cite	Analyze	Arrange	Appraise
Calculate	Classify	Count	Appraise	Assemble	Assess
Complete	Compare	Define	Categorize	Collect	Choose
Demonstrate	Compute	Draw	Classify	Compose	Compare
Dramatize	Contrast	Identify	Contrast	Construct	Critique
Employ	Convert	Indicate	Criticize	Create	Decide
Examine	Describe	Label	Debate	Design	Determine
Illustrate	Differentiate	List	Detect	Detect	Estimate
Interpret	Discuss	Name	Diagram	Formulate	Evaluate
Interpolate	Distinguish	Point	Differentiate	Generalize	Judge
Locate	Explain	Read	Distinguish	Hypothesize	Justify
Operate	Estimate	Recite	Experiment	Integrate	Measure
Order	Examine	Recognize	Infer	Manage	Rank
Perform	Express	Relate	Inspect	Organize	Rate
Predict	Interpret	Repeat	Inventory	Plan	Recommend
Practice	Interpolate	Select	Question	Prepare	Revise
Relate	Locate	State	Separate	Produce	Score
Report	Predict	Tabulate	Summarize	Propose	Select
Restate	Report	Tell		Summarize	
Review	Restate	Trace			
Schedule	Review	Write			
Sketch	Translate				
Solve					
Translate					
Use					
Utilize					

For example, do not use objectives that start with such words as Know | Grasp the significance of | Have knowledge of | Comprehend | Think | Be aware of | Remember | Perceive | Understand | Appreciate | Learn

The submission software will only allow the above words to be selected.

# PEOPLE

Each session requires one Program Chair and up to two Speakers. One person may have multiple roles.

- **PROGRAM CHAIR:** Responsible for the overall strategic direction for the session content. Manage speakers for timely submission of required documents. Review presentations and ensure upload according to instructions, which will be provided within a month of the meeting. Ensure that speakers are on-time and present for the session. Moderate session by introducing speakers, maintain schedule of the session and facilitate question and answer period.
- **SPEAKERS:** There may be one to two speakers presenting the content during the session. Faculty should represent different organizations (e.g., University of State Medical Center and

Hospital of the Location) and different practice backgrounds (e.g., transfusion service and collection center). During the vetting process the committee will look for diversity of speaker backgrounds based on their practice type and practice location. They will also look for new speakers and new topics. Engaging a more experienced speaker with an early career speaker is desirable. Also, please ensure that speakers did not present on the same or similar topic in the prior 2-3 years. **Note:** Requests for speakers from the FDA are handled through an established protocol between AABB and the FDA. Please contact AABB at [professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org) to request an FDA speaker.

**IMPORTANT:** Individuals are permitted to participate in a maximum of two sessions, regardless of role. For example, you can serve as a Program Chair for one session and a speaker for another session. If you serve as a Program Chair and Speaker for a session, that counts as one session. The two session maximum is to ensure a breadth of speakers and subjects and to reduce scheduling challenges.

Individuals who are employed by a “Commercial Interest” as defined by the Accreditation Council for Continuing Medical Education (ACCME) are prohibited from participating in CME activity. If there is a compelling reason why a speaker from a company is needed to fulfill the objectives of the session, please contact [professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org) in advance of the close of the submission period for consideration.

**Note:** It is incumbent on the Program Chair to ensure that all speakers’ participation is confirmed before any sessions are accepted. Preliminary acceptance notifications will be made in early April, at which time Program Chairs must confirm each speaker’s acceptance to participate. At that time, the Program Chair and each speaker will be asked to validate their contact information and conflict of interest/disclosures. During the preliminary acceptance period, the AMEC may ask for the Program Chairs to make additional changes to their session as a condition of acceptance. Requests may include, but are not limited to, changes to the session title, objectives or description or on occasion an alternate speaker is requested.

You must provide the following information for each person in your session:

- Name
- Title
- Email Address
- Phone Number
- Credentials
- Organization/Affiliation (name and address)\*
- Speaker disclosures

*\*Please include all known affiliations of each speaker*

# SPEAKER DISCLOSURES

In accordance with the Accreditation Council for ACCME policy, anyone who is in a position to control the content of an educational activity must complete a disclosure statement upon the initiation of an education session proposal. It is the Program Chair's responsibility to collect and enter all speaker disclosures during the submission process. Faculty disclosures will be reviewed by AABB staff and the AMEC in advance of the review and selection process. If it is determined that a speaker is an employee of an [ACCME defined commercial interest](#) or has a [conflict of interest](#), you may be asked to find an alternate speaker. In the rare occasion that the AMEC deems that a speaker, who is an employee of a commercial interest, is necessary to fulfill the objectives of the session, then CME (continuing medical education for physicians) credit will be removed from that session. In most cases, however, continuing education (CE) credit for non-physicians will still be available for that session.

Please reference [this flowchart](#) to determine any potential conflicts of interest.

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## GRANT OF LICENSE TO RECORD AND REPRODUCE PRESENTATION

By agreeing to serve as faculty at the AABB Annual Meeting, you grant AABB the non-exclusive right to publish and/or reproduce the presentation content and/or the speaker's printed handout material, in printed hard copy, electronic multimedia and/or web-based media for registered participants. Additionally, you grant AABB permission to record your presentation. Such recordings may be made available for purchase for individuals who were not able to attend the AABB Annual Meeting and/or for use in future educational programs of AABB. Any publication of these original materials by AABB will be accompanied by an appropriate attribution of authorship.

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## WARRANTY OF OWNERSHIP

By agreeing to serve as faculty at the AABB Annual Meeting, you warrant that all materials used in the presentation or distributed to attendees are your intellectual property or you have permission for the use and the right to license to AABB.

# PROGRAM CHAIR RESPONSIBILITIES

The Program Chair directs the strategy and content of the proposed session, selects speakers, and serves as moderator during the meeting.

**Key responsibilities of the Program Chair include:**

## EDUCATION SESSION PROPOSAL SUBMISSION

- Review the Education Session Submission Guide and the example session format.
- Submit the educational proposal by completing the [online submission](#).
- Preliminary acceptance notifications will be made in early April, at which time Program Chairs will be asked to confirm all speakers. Before the session is accepted, speakers will be asked to validate their contact information and to document their disclosures/conflicts of interest. The Program Chair will be responsible for ensuring that all speakers complete this information by the deadlines. If deadlines are not met, the committee may opt to accept an alternate program.  
**Note:** Requests for speakers from the FDA are handled through an established protocol between AABB and the FDA. Please contact AABB at [professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org) to request an FDA speaker.
- The Program Chair is responsible to coordinate with the speaker(s) to ensure each speaker addresses 1-2 objectives with a smooth transition between speakers. Review the example session format on page 3. Ensure each speaker is aware of their time allotment and plans their presentation accordingly; each speaker has about 20 minutes for their presentation.
- Review the AABB Faculty Travel and Registration document, [available here](#) and on the online submission site and ensure that any approved speakers have reviewed and understand this policy. All Travel Allowance requests must be submitted by the Program Chair and must be received during the submission period. Please email all requests to [professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org).
- Review the AABB Basic ACCME Compliance Training. ACCME is the governing body that allows AABB to grant continuing medical education credits and has specific requirements about what must and must not be included in educational presentations. If your education session proposal is accepted, you will be notified with instructions of how to access this brief training material.
- Inform AABB ([professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org)) of any schedule or speaker changes immediately for review and approval by the AMEC.

## DURING LIVE MEETING INSTRUCTIONS

- All Program Chairs and Speakers are required to check into the Speaker-Ready Room at least four hours in advance of the session. Program Chairs are responsible for ensuring that their speakers check-in and upload their presentations no later than 5:00pm EST the day prior to the session.
- Ensure that you and your speakers arrive to the session 15-30 minutes before the session begins.
- Provide a brief overview to the speakers regarding the presentation system, order of presentations and timing method that you will be using (e.g., five-minute notice signal). Remind your speakers of their time allotment and assist them if necessary. Remind speakers to repeat questions from the audience to ensure attendees hear the question.
- When introducing the session, please read the script, which will be provided to you during the 15-30 minutes before the session.
- Briefly introduce each speaker by their name and affiliation (no more than two minutes introduction in total for all speakers).
- If you need assistance before, during or after your session, please notify the audio visual (AV) support team.

## DURING THE MEETING (VIRTUAL MEETING INSTRUCTIONS)

In the event of a virtual meeting, instructions will be provided to both program chair and speakers closer to the program date. If you have any questions, please email [professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org).

# SPEAKER RESPONSIBILITIES

As a speaker during the AABB Annual Meeting, you will be responsible for providing content at an education session, which is directed by the Program Chair. **Key Responsibilities of Speakers include:**

## BEFORE THE MEETING:

- You will be asked by your Program Chair to provide your disclosures to complete the online proposal submission.
- Preliminary session acceptance notifications will be made in April, at which time Program Chairs will be asked to confirm all speakers. Before the session is accepted, speakers will be asked to validate their contact information, affiliation, complete a biosketch or upload their CV, and validate disclosures/conflicts of interest. The Program Chair will be responsible for ensuring that all speakers complete this information by the deadlines. If deadlines are not met, the committee may opt to accept an alternate program. (Note: Name and credentials will be listed on the annual meeting website and final program exactly as they appear in the system.)
- Review the session description, objectives, intended audience and teaching level to ensure that you are aware and agree with the focus of the event content. Your presentation would cover 1-2 of the objectives and you will need to coordinate with the Program Chair and other speaker(s) to ensure objectives are addressed accordingly. Review the example session format on page 3. Each speaker has about 20 minutes for their presentation.
- Review the AABB Faculty Travel and Registration document, [available here](#) and on the online submission site. Ensure that you understand this policy. If you believe you are eligible for travel support, then a request must come from the Program Chair on your behalf and must be received during the submission period.
- Register for the meeting. Eligible complementary registration fees will be discounted accordingly at the conclusion of the registration process.
- Submit a PowerPoint presentation to the presentation management system. Presentation submission instructions will be sent by email. All speakers are expected to abide by and follow the instructions set forth by AABB. It is preferred that all speakers use the AABB provided PowerPoint template. Prior to the session, all presentations must be reviewed by AABB for potential conflicts of interest and if needed, changes must be addressed by the speaker prior to the presentation.
- Review the AABB Basic ACCME Compliance Training. ACCME is the governing body that allows AABB to grant continuing medical education credits and has specific requirements about what must and must not be included in educational presentations. If your education session proposal is accepted, you will be notified with instructions of how to access this brief training material.

## DURING THE MEETING (LIVE MEETING INSTRUCTIONS)

- All Program Chairs and Speakers are required to check into the Speaker-Ready Room at least four hours in advance of the session. Program Chairs are responsible for ensuring that their speakers check-in and upload their presentations at no later than 5:00pm EST the day prior to the session.
- Please arrive to the session 15-30 minutes before the session begins and check in with your Program Chair.
- Sit in the front of the room to allow easy access to the podium.
- Speakers are responsible for beginning and ending on time. The Program Chair will provide a cue/sign when you have five minutes remaining. Review the example session format on page 3. Each speaker has about 20 minutes for their presentation.
- Each session room will have a computer where your presentation(s) has been loaded. Changes to PowerPoint presentation are not permitted in the session rooms. Any changes must be done in advance in the Speaker Ready Room.

## DURING THE MEETING (VIRTUAL MEETING INSTRUCTIONS)

In the event we have a virtual meeting, instructions will be provided to both moderator and speakers closer to the program date. If you have any questions, please email [professionaldevelopment@aabb.org](mailto:professionaldevelopment@aabb.org).