

Present Up

OWN THE STAGE

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Present Up
OWN THE STAGE

Online & Offline

27
SEPT.



10
AM



ZOOM



ON SITE

Cairo Civil
Education Center



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Activity overview



OUR SPEAKER

Dr/ Amr Hassan Al Hasany, MD, FEBN

-Consultant And Professor Of Neurology
Kasar Al Ainy Faculty Of Medicine,
Cairo University.

-Fellow European Board
Of Neurology.



EVENT AGENDA

TIME

10:30 - 12:30

12:30 - 2:00

2:00 - 3:30

3:30 - 4:00

4:00 - 5:30

LECTURE

Presentation strategy

- How to choose presentation topics with catchy titles
- Knowing your audience
- Types of presentations
- Pre-Planning the format
- Tips and tricks in preparation of PowerPoint presentations
- Ten mistakes in powerpoint presentations

BREAK

Public speaking

- Knowing your audience
- How to combat podium anxiety?
- Physical arrangements
- Visual Aids and Body language
- How to finish your talk on time?
- How to handle interruptions/ criticism?

BREAK

Mastering presentation skills

- Small groups workshops
- Burden of multiple sclerosis in Egypt: treatment paradigm updates
- Burden of migraine in Egypt: challenges and achievements
- Practice recommendations of epilepsy in Egypt

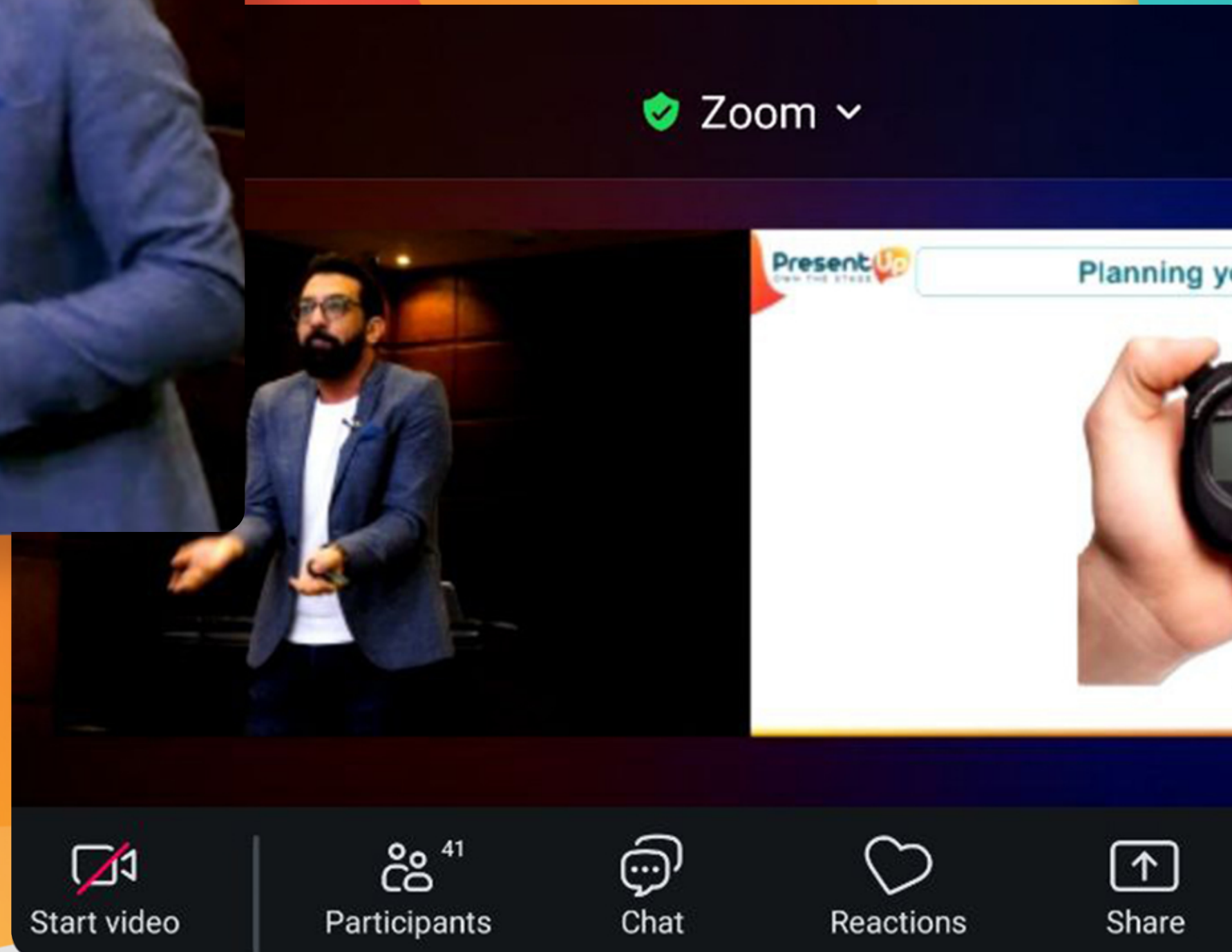




Online

HINTS OF THE DAY

& Offline



40

Online

ATTENDEES



Onsite

104



28

questions & comments

COMMENTS ON ZOOM

Buy Microsoft 365 MA

Insert Share Page Layout Formulas Data Review View Help Draw

Comments Catch up Viewing Share

Font Alignment Number Styles Cells Editing Add-ins

Question Report

B	C	D	E	F	G	H	I	J	K	L	M
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			أسعدنا								
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Campaigns

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Event Organization

05

Customer Relation

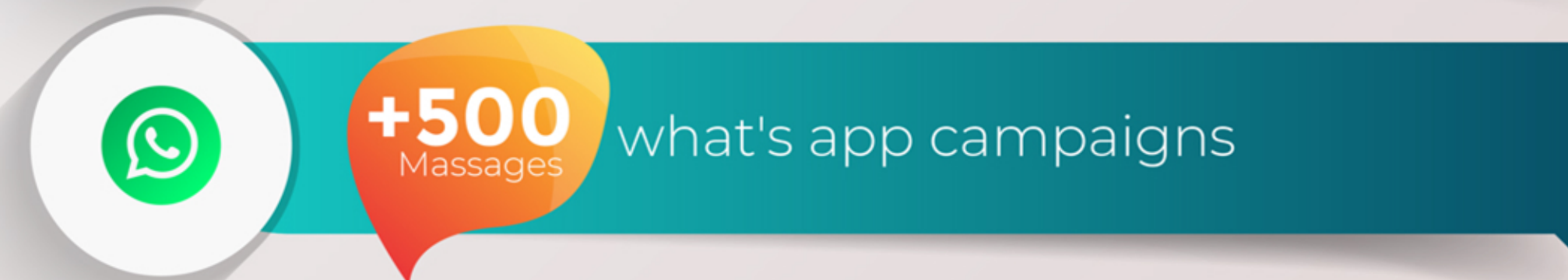
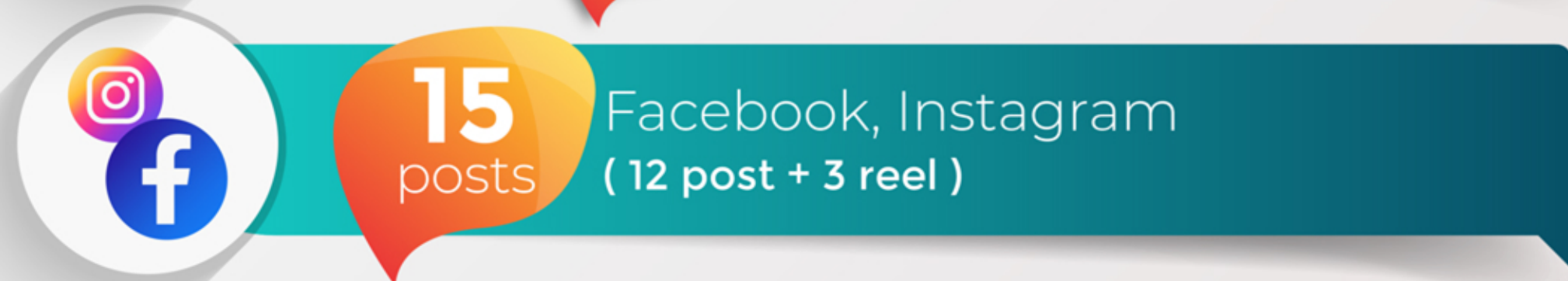
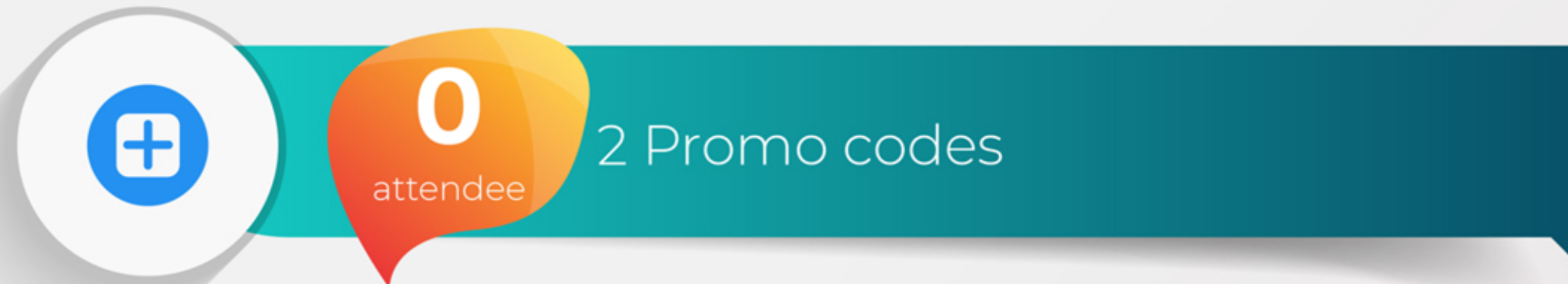
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Factsheet



Factsheet



Work Samples



Email Campaign

Send 23,3 K email in Egypt and Gulf states



social media campaigns

15 post on Facebook,
Instagram & Telegram
17 post on LinkedIn

Select >



what's app campaigns

500+ Messages



Designs

3 roll up + Design of invitations + All social media Designs

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ELEVATE YOUR PRESENTATION POWER

MASTERING PRESENTATION SKILLS
PRESENTATION STRATEGY
PUBLIC SPEAKING

Speaker:
Dr. **AMR HASSAN AL HASANY, MD, FEBN**
 • CONSULTANT AND PROFESSOR OF NEUROLOGY KASR AL AINY FACULTY OF MEDICINE CAIRO UNIVERSITY
 • FELLOW EUROPEAN BOARD OF NEUROLOGY

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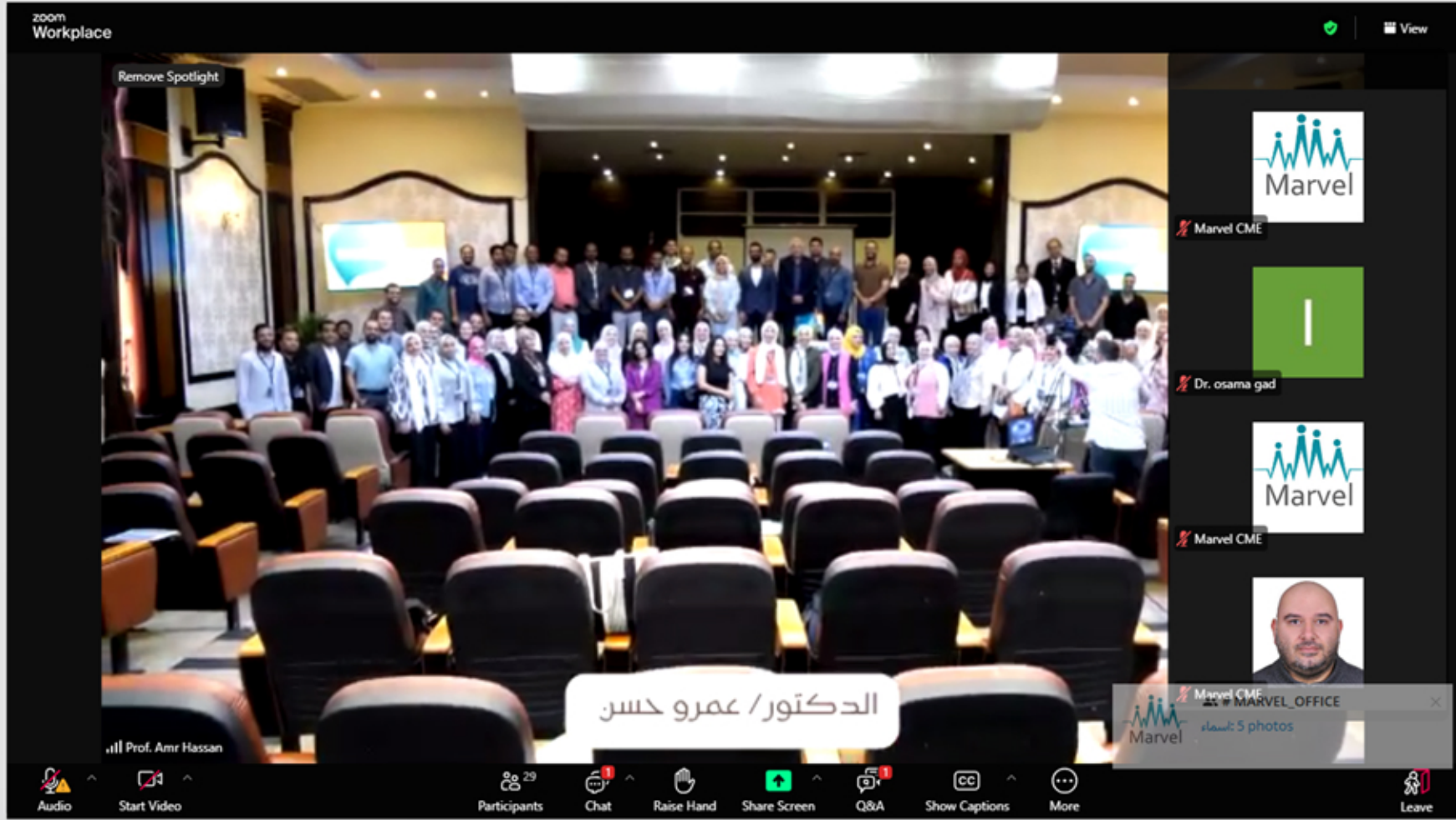
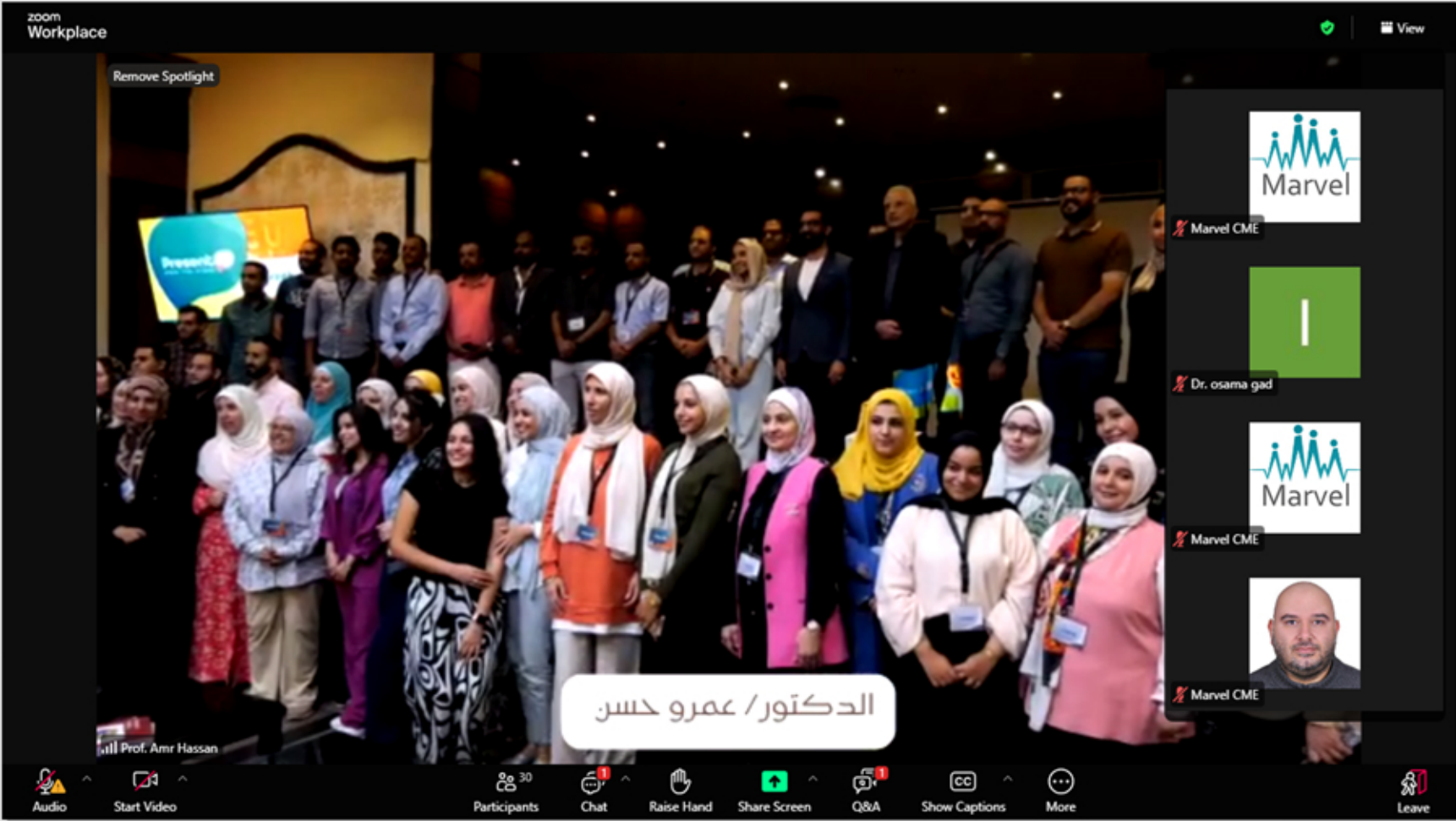
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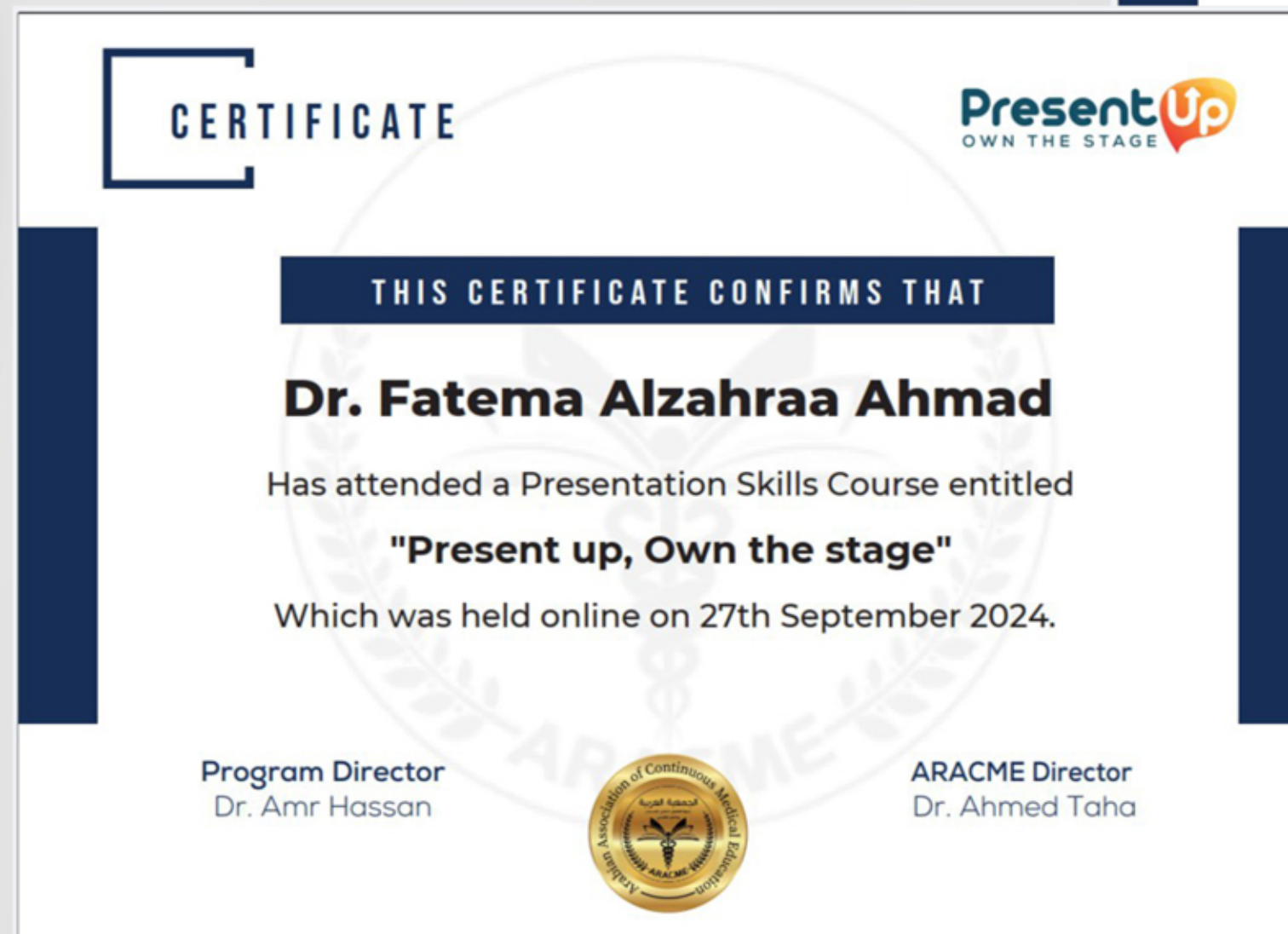
Event organization



Zoom moderation



Certificates



Areas of Improvement



- 1- Prepare a comprehensive FAQ to address common questions from subscribers, including details about handouts, recorded materials, and switching from onsite to online sessions.
- 2- Begin promoting the sponsorship model as early as possible to maximize the revenue.
- 3- Activate the affiliate program to encourage wider participation and referrals.
- 4- Take into account the diverse background of attendees, as some may not have a medical background and may struggle to engage fully with medical-focused workshops.
- 5- Clearly communicate all paid options upfront to avoid introducing additional costs, like handouts, after subscription.
- 6- Provide attendees with Activity detailed agenda as early as possible to enhance their preparation.
- 7- Activate communication channels with attendees immediately after they subscribe to foster engagement.



8- Implement interactive tools, such as live voting systems and dynamic synchronization technology, to enhance the learning experience during the course.

9- Establish a transparent refund policy for attendees to build trust and credibility.

10- To attract more sponsorship from companies, particularly international ones, we should focus the course content more on scientific foundations rather than skills development. This approach can help us avoid potential compliance rejections from these companies.



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What's Next?



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01

Recommendations for the Completed wave 1:

- 1- Make the recorded lecture available for asynchronous viewing to accommodate new subscribers attending online.
- 2- Provide a digital handout to attendees, using "Flip Book" technology to prevent downloading.
- 3- Offer attendees of wave 1 the opportunity to rewatch the recorded lecture through a private account on the LMS "TebZone."



Suggestions Beyond PresentUP:

1-Neurology Exam Preparation Course, such as:

- A preparation course for the Specialty Certificate Examination in Neurology (MRCP UK)

2-Neurology Workshops and Hands-On Training, including:

- A Headache diploma covering Botox and new anti-migraine injections, accreditation
- MS diploma: Botox injection, image interpretation, EDSS calculation, accreditation
- Neurophysiology workshops.
- Neuroimaging interpretation and study sessions.

3- Neurology Conference with a Novel Approach, aimed at the next generation of Key Opinion Leaders (KOLs), targeting younger neurologists and expanding to regional attendees, not just national.

- Proposed topic: "TechNeuro 1" to explore neurology and innovative technologies in neurodiagnosis, imaging, intervention, AI applications, and more. A detailed proposal can be prepared if the concept is accepted.



Suggestions Beyond PresentUP:

4-Neuro App to support neurologists in their practice, including:

- A Clinical Decision Support (CDS) tool that digitizes guidelines, questionnaires, and scores to streamline clinical decision-making.
- A neuro community platform where neurologists can share and discuss complex cases or confusing imaging results.

5- Scientific activities:

- Egyptian Headache Consensus: advisory meetings, Delphi study, Manuscript, Publishing
- Neurology Scientific Researches training and competition



Thank You

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