



Canadian Society of Gastroenterology Nurses & Associates

Société canadienne des infirmières et infirmiers en gastroentérologie et travailleurs associés

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## **CSGNA CHAPTER PACKAGE GUIDELINES**

Revised January 2011

Updated 2012

Reviewed and revised October 2014

## ABOUT THE CSGNA

### Knowledgeable, Engaged, Professional

#### Who we are

CSGNA is a National leader in Gastroenterology (GI) Nursing contributing to and providing access to, evidence-based standards, guidelines, position statements, expert opinions, publications, and education. CSGNA collaborates and partners with organizations and health care groups to provide advocacy, contributions to research, statistics, and a diverse network of GI Nursing Professionals and associates.

#### Where we've been

The CSGNA began as the Ontario Society of Gastrointestinal Assistants in 1984. In 1989, the Society had evolved into a National Society and was renamed as the Canadian Society of Gastroenterology Nurses and Associates.

The CSGNA received specialty designation from the Canadian Nurses Association with the first Certification exam in Gastroenterology Nursing offered in 2004. CGN(C), Certified Gastroenterology Nurse (Canada) credentials are significant of the educational and professional achievements of CSGNA Registered Nurse members.

The CSGNA collaborates with professional partners including the Canadian Association of Gastroenterologists (CAG), the Canadian Nurses Association (CNA), the Canadian Digestive Diseases Foundation (CDHF), the Colorectal Cancer Association of Canada (CCAC) roundtable, the Society of Gastroenterology Nurses and Associates (SGNA), and the Society of International Gastroenterological Nurses and Endoscopy Associates (SIGNEA). The purposes of these collaborative efforts are to provide input in the development of practice documents, address gaps and improve consistency in professional knowledge and care, network and share resources, to seek guidance in professional practice, and to support and endorse fundraising efforts to improve access to up-to-date and relevant patient education.

#### Our Mission

*We support knowledgeable, engaged, professional members.*

#### Our Vision

*We aim for excellence in comprehensive gastroenterology nursing care by collaborating extensively across the Canadian healthcare continuum and partnering with professional organizations and industry."*

#### Value Proposition

*CSGNA supports, encourages, and nurtures the professional development of GI Nurses and Associates.*

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## Values

- **Education**

- Support and facilitate CNA Certification, Re-certification for Gastroenterology Nursing
- Provide Annual National Conferences to meet emerging educational requirements and addressing gaps in knowledge while elevating the professional profile of CSGNA across the country.
- Provide Chapter and Regional Conferences to improve access to and address local educational needs along with incentives to encourage chapter participation.
- Offer members scholarships for attendance at CSGNA National and other professional development events.
- Provide an online forum for electronic education through strong partnerships with industry and other professional groups.

- **Practice**

- Develop, contribute and disseminate current evidence-based practice guidelines and standards that guide excellent, high-quality patient care
- Research and develop position statements regarding current GI Nursing Practice
- Offer practice support through online forum and networking among members

- **Networking**

- Promote Chapter involvement and events along with National Conferences to provide networking opportunities
- Promote industry partnerships to facilitate educational programs and effective knowledge transfer
- Enhance GI patient care strategies through inter-organizational collaboration to support consistency of standard of GI practice across the health system sectors, eg. SAGE access survey, CAG guidelines/statements, multi-society statements
- Create “Communities of GI Nursing Practice” to facilitate national collaboration and camaraderie among nurses and associates within their field of GI sub-specialization.

- **Research**

- Encourage and facilitate poster presentations at National Conference through educational scholarships, and economical means of displaying and sharing knowledge.
- Provide Annual Research Scholarship opportunity to active members to conduct research projects, or attend a research educational event.
- Offer opportunity for member presentations at conferences
- Provide member representation on boards – Gastroenterology Nursing Journal (GNJ) editorial board, Canadian Standards Association (CSA) standards working group, and CNA – Canadian Network of Nursing Specialties

- **Quality and Safety**

- Endorse and promote patient care, patient education, and quality improvement tools that enhance GI Nursing and associate's practice, eg. Global Rating Scale (GRS), Quality Program-Endoscopy (QP-E), Survey of Access to Gastroenterology Program (SAGE).
- Provide professional practice guidance and resources to members who are working in free standing GI clinics in Canada.

## **CHAPTER EXECUTIVE POSITIONS**

### **Chapter President:**

**Shall be a Registered Nurse or Nurse Practitioner CSGNA member in good standing.**

1. Shall represent the Chapter.
2. Shall preside at all meetings of the Chapter or appoint an appropriate delegate should he/she be unable to attend.
3. Shall maintain Chapter compliance with the CSGNA Bylaws.
4. Shall represent the Chapter at all meetings (Annual CSGNA Conference and Annual General Meeting and other conference(s) as deemed necessary by the Chapter.
5. Conduct correspondence pertaining to the Chapter.
6. Be an ex-officio on all standing committees.
7. Communicate regularly with the CSGNA Director of the region.
8. Submit a report of the Chapter's activities to the Regional CSGNA Director for publication in the "Guiding Light".
9. Submit CSGNA Chapter's Annual Educational Summary to the Regional Director by June 30.
10. Ensure that four (4) education hours per year are provided for the members of the Chapter.
11. Report to the National Executive any serious internal Chapter problems or failure to meet charter requirements.
12. Discuss any problems to the Regional Director.
13. Inform the members or revisions of the bylaws.
14. Maintain office for two (2) years, at which time an election will take place. If no one else

applies for the position, the President can remain in office until a successor is elected.

## **Chapter Secretary:**

**Must be a Registered Nurse, Nurse Practitioner, or Licensed/Registered Practical Nurse CSGNA member in good standing.**

1. Records the minutes of all chapter meetings
2. Forwards minutes of meetings to all chapter members and the regional director.
3. Keeps a current list of names of members received from executive assistant.
4. Issues notices of agendas, meetings, activities, and conferences to all members.
5. Conducts all correspondence for the chapter as directed by the executive.
6. Maintains all records of the chapter for safekeeping.
7. Provides names and contact information of new Chapter Executive to CSGNA Executive Assistant.

## **Chapter Treasurer:**

**Must be a Registered Nurse, Nurse Practitioner, or Licensed/Registered Practical Nurse CSGNA member in good standing.**

1. Maintains all financial records and reports in safekeeping.
2. Ensures account(s) are available for chapter use.
3. Opens an account prior to money exchanging hands with members.
4. Arranges for a minimum of two (2) executive members to sign for cheques issued.
5. Keeps accurate details of the separate expenses and revenues in a ledger.
6. Ensures that duplicate / numbered cheques are used for all expenditures of the association.

## **Chapter Treasurer:**

7. Itemizes expense reports on all expenditures with originals or copies of all receipts and /or bills filed, and indicates to which specific account they are posted
8. Posts to ledger and makes deposits (if any) at least every two (2) weeks, along with payments to all outside billing agencies.
9. Pursues investment opportunities for funds in excess of current cash flow needs. (i.e. term deposits, GIC)
10. Provides financial reports for educational conferences to be submitted to the national treasurer within one month of the event. Submit annual financial year end reports to National Treasurer by February 28.
11. Shall remit twenty-five percent (25%) of all profits generated from local educational events to the National CSGNA to support programs for the membership.

## **NEW CHAPTERS**

### **Purpose and Geographical Area of Chapters:**

1. Chapters may be established in different geographical regions in Canada where at least three (3) Members reside to support local educational activities on an organized basis.
2. The geographic area of each Chapter shall be determined by the applicable Regional Director, reporting to the Board, together with the Members in that Chapter (or proposed Chapter).
3. The Board shall ensure that the geographic area of the Chapter does not overlap. Where necessary, the Board may, in its sole discretion, align or re-assign the geographical area of the Chapters. Each Chapter shall be under the direction of the applicable Regional Director from the region that the Chapter is located.
4. All Chapters are internal operating divisions of CSGNA and, as such, do not have legal standing outside of the Corporation. All Chapters are accountable to the Board of CSGNA.

### **Establishment of New Chapters:**

1. The initiative to establish a new Chapter will generally involve both local Members and the Board.
2. New Chapters may also be established at the initiative of the Board.
3. Upon the decision of the Board of Directors to establish a Chapter, all Members in the geographical area of the Chapter shall be immediately deemed to become members of that Chapter.
4. The President/Regional Director, with the approval of the Board, will assist the Members, as appropriate, in setting up a local Chapter.
5. The Board shall provide the proposed Chapter with a list of all Members in the geographic area of each Chapter.
6. The local group shall call for nominations from that list and notify all Members of a meeting and election.
7. The number of officers required for the Chapter Executive shall initially be determined by the local group and thereafter by the Executive of the Chapter.
8. The Regional Director and the Secretary of the Board shall be notified within thirty (30) days of the election results and of the name of the Chapter.



## **Governance for Chapters:**

Chapters shall be operated in accordance with the policies of CSGNA.

## **Chapter Name, Objective and Activities:**

1. On the written consent of the Board, a Chapter's operating name shall be one of the following: "Canadian Society of Gastroenterology Nurses and Associates - \_\_\_\_\_ Chapter" or "the \_\_\_\_\_ Chapter of Canadian Society of Gastroenterology Nurses and Associates."
2. Each Chapter shall clearly indicate on all of their publications and any documentation in the public domain that it is a division of the Corporation.
3. A Chapter may change its name if a majority of the Chapter members is in favour, which name change shall be reported to the Board within thirty (30) days of adoption of the new name for approval.
4. The objectives of a Chapter shall be to further the objects and operations of the Corporation, to undertake activities that are of regional interest, and such other purposes further provided in the Corporation's policies.
5. A Chapter shall coordinate the Corporation's educational activities and functions within its designated area in collaboration with its Regional Director.
6. Each Chapter shall provide a report on its activities to its Regional Director for inclusion in the newsletter and annual report.
7. Each Chapter shall plan a minimum of four (4) education hours per year for its Chapter members. Notification of an educational event shall be sent to the Chapter members at least fourteen (14) days prior to the event.
8. The Chapter programs and activities must be congruent with the Articles, By-laws and policies of the Corporation.
9. If a Chapter intends to carry on any activity that is outside of the policies of the Corporation, advance permission from the Board must be obtained prior to the conduct of the activity.
10. A Chapter shall be sensitive to the concerns and issues of its area and communicate them to the applicable Regional Director for discussion at the Board.

## **Chapter Members:**

1. Members of a Chapter shall consist only of all Members residing in the geographical area of the Chapter.
2. As much as possible, a Chapter must at all times have a minimum of ten (10) Members. The Board may determine in its sole discretion whether a Chapter's inability to meet this requirement will result in the winding up of the Chapter.
3. All Members in the geographical area of the Chapter shall be deemed to be members of that Chapter. A Member may not opt out of the Chapter.
4. Each Member of the Corporation is a member of a Chapter and shall have the right to one (1) vote at meetings of members in the Chapter. Affiliates may join the Chapter; however, voting is only permitted for Members.
5. The Administrative Assistant will notify the Chapter Executive of up-dated information on Chapter members from time to time.

## **Chapter Executive:**

1. Each Chapter shall establish a Chapter Executive to be responsible for activities of the Chapter.
2. Chapter Executive members shall be elected by Chapter members.
3. Chapter Executive members shall hold offices for a term of two (2) years or until their successors are elected.
4. There is no maximum number of terms that a Chapter Executive member may serve.
5. No person shall hold more than one Chapter Executive position at the same time.
6. When for any reason any Chapter Executive member is not performing satisfactorily in directing affairs of a Chapter, the person may be removed from office by majority vote of members of the Chapter in attendance at a local meeting. Alternatively, the person may be removed by a majority of the votes cast at a meeting of the Board of the Corporation in its sole discretion.

## **Chapter Finances:**

1. Each Chapter shall open and maintain a bank account for the Chapter in the name of the Corporation with a minimum of two (2) signing officers who must be Chapter Executive members.
2. A one-time one-year advance may be available to a local group for Chapter formation upon application to the Board. Where possible, once the Chapter has been established, it shall use its best efforts to attempt to raise and return the funds provided to the Board.
3. Each Chapter shall submit to the Regional Director a detailed financial report by February 28 of each year and other reports as may be requested by the Regional Director or the Board from time to time.
4. All Chapters shall be available and cooperate for audits at the request of the Treasurer of the Corporation.

## **Winding up a Chapter:**

A Chapter may be revoked for the following:

1. At the request of the Chapter.
2. Failure to have ten (10) active members. (Until such time that there is one (1) Chapter in each Province this minimum number may be waived).
3. Repetitive failure to respond to communication requests.
4. Failure to meet the minimum of four (4) education hours per year for the membership in its area.
5. Failure to assume responsibility for its actions and to comply with the CSGNA bylaws, policies, regulations or directions of the Board..
6. A probationary period of twelve (12) months may be granted to comply with charter requirements.

## **Process of Winding Up a Chapter:**

1. Prior to winding up of a Chapter, the Chapter President shall report to the Regional Director or the Board if his/her Chapter has serious internal problems or failure to meet Charter requirements.
2. Members of the Chapter must be made aware by the Chapter President that the Chapter may wind up and provide input into the situation.
3. The Regional Director shall make arrangements for the Chapter and the Chapter Executive to meet with the CSGNA President or a member of the Board for the purpose of evaluating the problems. The results of this meeting will be presented to the Board at the next regularly scheduled Board meeting.
4. The Board shall determine the outcome for the Chapter. A probationary period of twelve (12) months may be granted to comply with Charter requirements before winding up the Chapter.
5. The decision of the Board in relation to the winding up of a Chapter shall be final and binding.
6. In such event, the said Chapter shall cease to be a Chapter and it shall be deemed to have been wound up upon the date that the decision of the Board is made or on such other date as determined by the Board.
7. Notwithstanding that a Chapter may have assets in its possession and control at the time of winding up, those assets are property of the CSGNA Corporation as a result of the Chapter's status as an internal operating division of the Corporation.
8. The balance of the assets in the possession and the control of the Chapter at the time of its winding up shall, after payment of all of its debts and liabilities, be immediately transferred by the Chapter to the head office location of CSGNA, with the transfer completed prior to the winding up of the Chapter.

## **EDUCATIONAL EVENTS**

### **Chapter Responsibilities:**

1. All CSGNA educational programs should be forwarded to the Regional Director six (6) weeks before the event for a Day conference and two (2) weeks prior to an Evening seminar by the Chapter' secretary. This will allow for the Director to make arrangements to attend if possible.
2. Chapters are encouraged to communicate Event dates to Chapters in their province to ensure there is not unexpected overlap of Events.
3. Upon completion of any CSGNA educational program a final report on the "Education Post-Program Financial Report" (Form 01) must be submitted to the National Treasurer within one (1) month of the event by the Chapter's treasurer. The National Treasurer will review the report and forward a copy to the Regional Director for the retention in the CSGNA records.
4. All CSGNA events shall remit twenty-five percent (25%) of all profits generated to the National CSGNA to support programs for the membership.

## CSGNA Educational Event Planning Guide

This package has been designed to assist you in planning an evening seminar, a luncheon meeting, or a day conference. recommendations are presented in a time-sequential manner to assist with the organization and logistics of conducting an educational session for nurses and associated working in the field of Gastroenterology. The material presented is meant as an outline and must be tailored to meet the individual needs of the target audience and your locals.

### **Starting:**

Start with a file folder to keep all your notes and records in one place. You may wish to use the attached checklist and notes to include all items required for the session. A checklist facilitates the flow of preparation and is a reminder of outstanding items. Retain a copy of all correspondence, expense vouchers, budgets schedules, registration lists, etc. When the event is over, you will be left with a complete referral file.

### **Planning:**

The planning should begin at least eight weeks in advance.

1. Compile a budget of all anticipated expenditures.
2. A **CSGNA Educational Program** is forwarded to your Regional Director six (6) weeks before the event for a Day Conference and two (2) weeks prior to an Evening Seminar. This will allow for any assistance you require and for the Regional Director to make arrangements to attend if possible. All events must be fiscally responsible. In the event that your seminar is unsuccessful, the Chapter must be able to cover the expenses incurred.
3. Define your organizing committee. This is relatively simple if you are a committee of one. If not, now is the time to determine who shall do what. It is helpful to have one person responsible for coordinating the organizing committee and others to assume certain tasks. Note on your checklist the person responsible for each item to avoid confusion.

### **Try to get a sponsor:**

A sponsor for an event will greatly aid you in your financial planning and will help to keep the costs to your members at a minimum. For an evening event attended by 20-30 members we usually ask the sponsor between \$200.00-\$300.00 depending on the choice of refreshments and cost of AV aids and the room rental. Keep a list of companies/sales reps you have approached for potential sponsorship and try to choose a topic for your seminar that is relevant to the product they sell. Invite the sponsor to the event and provide space for them to display any product information or literature. Thank them personally at the end of the presentation for their sponsorship and send a thank-you card and receipt after the event.

**Evening or Lunch Seminar:**

Monies distributed are based on the budget for your event and the expected number of attendees.

We suggest an allotment of \$10.00 to \$20.00 per person to cover refreshments and honorarium of \$50.00 for 1 hour presentation.

Membership application forms should be made available at the registration table for potential CSGNA members.

Please keep all receipts for any expenditure as your Chapter Treasurer will require them for bookkeeping and will not be able to reimburse them.

**Education Session Checklist**

1. Topics for initial planning meeting:
  - pre-course budget
  - location
  - coffee and refreshments
  - assign organizing tasks
  - audio-visual requirements
  - design of mail out
  
2. Reserve location of educational session. \_\_\_\_\_
  
3. Confirm speakers. \_\_\_\_\_
  
4. Contact and submit educational session program to the Regional Director. \_\_\_\_\_
  
5. Mail application letter to exhibitors. \_\_\_\_\_
  
6. Arrange for A–V equipment. \_\_\_\_\_
  
7. Arrange refreshments. \_\_\_\_\_
  
8. Design announcements. \_\_\_\_\_
  
9. Generate a mailing list. \_\_\_\_\_
  
10. Mail out announcements. \_\_\_\_\_
  
11. Reconfirm speakers. \_\_\_\_\_
  
12. Arrange for honorarium. \_\_\_\_\_
  
13. Copy sign-in sheet. \_\_\_\_\_

- 14. Collect writing materials for participants. \_\_\_\_\_
- 15. Assemble name tags. \_\_\_\_\_
- 16. Reconfirm refreshment arrangements. \_\_\_\_\_
- 17. Check conference room and A-V equipment prior to meeting  
Preferably have A-V technician available. \_\_\_\_\_
- 18. Collect all receipts. \_\_\_\_\_
- 19. Write and send thank you letters to sponsors and speakers. \_\_\_\_\_
- 20. Submit CSGNA post program report to Regional Director,  
and if any profit, forward report and 25% of profit to National  
Treasurer \_\_\_\_\_

Date

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

RE: Name of education session

Dear \_\_\_\_\_,

The \_\_\_\_\_ Chapter of CSGNA is planning our (specify) \_\_\_\_\_ conference at (location) \_\_\_\_\_ on (date) \_\_\_\_\_. We are planning to host up to \_\_\_\_\_ attendees, primarily nurses with an interest in Gastroenterology. We are in the process of confirming a knowledgeable faculty who will provide a range of educational topics related to our field. Once the speakers are confirmed, we will forward a program.

We are hoping your company will support our conference through sponsorship to assist our chapter with speaker honorariums, catering, and advertising costs. Please see the attached sponsorship form outlining levels of sponsorship. We appreciate your interest in our conference and look forward to hearing from you.

Sincerely,



\_\_\_\_\_ Chapter of CSGNA  
Executive Committee

President  
Treasurer  
Secretary

### Sponsor Application

Yes, we will attend the \_\_ (chapter name) \_\_ education day at (place) \_\_\_\_\_ on  
(date) \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Name of Contact Person:** \_\_\_\_\_

**Address/Email:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Province:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**1. Exhibitor's table:** Your cost of \$500.00 would include a table for 1-2 company reps and Gold level sponsorship. **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

If yes, how many electrical outlets do you require? \_\_\_\_\_

Additional requirements: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **2. Educational Funding: Levels of Sponsorship**

**Platinum - \$1000.00 or more**      **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

Introduction of sponsor at the conference and a certificate of recognition will be acknowledged. Sponsor included in course handouts and on signage. Option to display company's poster and/or banner.

**Gold - \$500.00 - \$1000.00**                      Yes \_\_\_\_\_ No \_\_\_\_\_

Sponsor mention at the conference, included in course handouts and on signage.

**Silver - \$100.00 - \$500.00**                      Yes \_\_\_\_\_ No \_\_\_\_\_

Sponsor included in course handouts.

**3. Door prize donation:**                      Yes \_\_\_\_\_ No \_\_\_\_\_

Sponsor mention with the prize draw and in display with the prize.

**We thank you in advance for any support given to our event. The funds will help cover conference costs such as speaker honorariums, catering, and advertising costs.**

**Comments:**

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Please complete and send form by (date) \_\_\_\_\_ with a cheque payable to:  
\_\_\_\_\_ Chapter of CSGNA  
c/o (treasurer's name, address)

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**Email:**

**Phone:**

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## **Exhibitor Evaluation Form**

Company Name: \_\_\_\_\_

We thank you for participating in our conference in \_\_\_\_\_. Please take a few minutes to fill out this questionnaire. Your opinions and suggestions are important to help us improve our conference for next year.

- |   |     |    |
|---|-----|----|
| 1. Was there enough exhibit time?                         | Yes | No |
| 2. Was your exhibit space satisfactory?                   | Yes | No |
| 3. Did you think the exhibitor fee was reasonable?        | Yes | No |
| 4. Is a day conference better than an evening conference? | Yes | No |

5. Other comments / suggestions? (Please use reverse side if needed)

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Thank you again for your cooperation and your support.

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### Exhibitor Evaluation Form

Company Name: \_\_\_\_\_

We thank you for participating in our conference in \_\_\_\_\_. Please take a few minutes to fill out this questionnaire. Your opinions and suggestions are important to help us improve our conference for next year.

- |   |     |    |
|---|-----|----|
| 1. Was there enough exhibit time?                         | Yes | No |
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| 4. Is a day conference better than an evening conference? | Yes | No |

5. Other comments / suggestions? (Please use reverse side if needed)

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Thank you again for your cooperation and your support.

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(Date) \_\_\_\_\_

Dear \_\_\_\_\_,

Thank you for accepting to speak at our Education Conference on \_\_\_\_\_ at the \_\_\_\_\_.

Your topic is to be: “ \_\_\_\_\_ ”

You will be presenting at \_\_\_\_\_.

The time allowed for your presentation will be \_\_\_\_\_ minutes, allowing for questions and exchanges.

The objectives are to:

I would need by \_\_\_\_\_, the following:

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1. A short C.V. for presentation at the conference
2. The lecture outline.
3. Any pertinent article you wish to include for your audience.
4. A list of audio visual needs.

With kindest regards,

(Name) \_\_\_\_\_  
CSGNA \_\_\_\_\_ Chapter  
(Address) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(E-mail) \_\_\_\_\_

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### **Presentation Tips for the Aspiring Public Speakers**

1. Know your material thoroughly, organize it sequentially and logically.
2. Practice, practice, practice Time yourself when practicing, use notes as a guideline, make extra notes to remind yourself to pause, tell a joke, etc.
3. Never read from your notes for any extended period.
4. Speak loudly and clearly. Sound confident. If you make an error, correct it and move on.
5. Become connected with your audience. Love them and they will love you back. Use the 3-second rule: Eq. have direct eye contact with someone in the audience for three seconds at a time. Pick several people to have eye contact with during the whole speech. Every now and then glance at the whole audience while speaking.
6. Pause, do not hurry through your presentation. If you run short of time know what can be left out, if you have extra time know what can be effectively added.
7. Always be prepared for the unexpected.
8. Add humor whenever appropriate and possible. Humor tends to wake up the audience up.

9. Use audio-visual aides to enhance your presentation. Always check before hand to make sure you know the lay out of the room and that everything is in working order.
10. Have handouts ready. If appropriate for your presentation hand them out at the appropriate time. Let your audience know that you will be handing them out so that they do not waste time taking notes during the presentation.
11. Know when to stop. Always summarize your main points at the end. Terminate with an interesting remark or appropriate punch line. Leave your audience with a sense of completion.
12. Thank your audience and sit down.
13. Remember you are an actor. How you are perceived is very important. Present the desired image to your audience.
14. Dress appropriately for the occasion. Business dress is usually the safest. Avoid gaudy and loud colors, they distract the audience. Avoid large, flashy, bright jewelers; they will also distract the audience.
15. Do not fidget, avoid habits such as clicking pens, pacing, clearing your throat, sniffing, wringing your hands, fussing with your hair or your clothing, leave your bra strap alone.
16. Never turn your back on your audience.
17. Be solemn if your topic is serious. Show appropriate emotion for the topic.
18. Always look pleasant, enthusiastic, confident and proud. Avoid looking arrogant.
19. Remain calm; appear relaxed, even if you are nervous. Remember everyone gets butterflies.

Remember Everyone Has Something to Offer...If You Know It...You Can Talk About It.

Have Fun!

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