

CMEPALOOZA

WHERE THE CME/CE COMMUNITY HANGS OUT

September 2014 Newsletter

We're finally heading down the homestretch and nearing the debut of CMEpalooza Fall on Wednesday, October 15. Since the two of us sat down in mid-May to talk about the format and structure for this educational event, there have fortunately been very few surprises or missteps. We are both thrilled with the interest from our panelists, our sponsors, and the CME community at large in this upcoming event. Everyone seems excited with what's going to happen in a few weeks (as well they should be)

We've gotten lots of social media love (#cmepalooza), as well as some blush-worthy recognition in online publications ([The DIY's Movements Answer to CME Provider Meetings](#)). We hope through our viral marketing campaign that we've made everyone laugh and think, at least a little. And now we're here to tell you what to expect when you walk into your office on October 15 and fire up your computer to join us at 9 a.m. ET.

Every Session Will Be Unique

We've been running through planning sessions and technology tests with each of our panels both to help avoid last-minute audio/video issues as well as to get everyone talking about the topics they'd like to cover during their session. Some of our moderators have developed a very thorough agenda of questions and topics, while others are simply going to let things flow naturally right from the start. You may see a handful of slides with some session, while others are likely to go slide-free. You'll just have to tune into to all of them to see for yourself.

There Will Be Questions... Lots of Them (We Hope)

We're hoping for lots of interaction with our audience and have introduced an additional mechanism to reach our panelists during each session. You can check out [Derek's recent blog post](#) for further details, but we will essentially be giving people three ways to send in questions:

1. If you are watching on Google+, there is a Q&A app you can use to type in questions
2. If you like Twitter, send out your questions with the #cmepalooza hashtag
3. Use the brand new MedPageToday Text Line and text your questions to us at 267-666-0CME (0263). Every text will get pushed immediately to our emails.

One of the benefits of having co-producers is that one of us will be trolling the various Q&A mechanisms to make sure we stay on top of things while the other person will be the actual session producer/cameraman. We want to challenge our panelists, so plan on being super duper smart on October 15.

We Will Be on Time

It's a tight schedule, and we know every panel will have plenty to go beyond our time constraints. But we vow to start each session at the top of the hour, which means wrapping up the previous session at somewhere between 50 and 55 minutes after the hour (ie, 9:55 a.m., 1:52 p.m., etc.).

Watching consecutive sessions requires a minimal amount of effort from learners. While there are other ways to watch each session, the easiest thing will be to go to our www.cmepalooza.com/live page where each video session will be embedded. **You will need to refresh your screen at the start of each new session.** Sessions won't simply pop up on their own. Think of it as a way of being an active learner.

We Will Have Fun

One of the things we have emphasized to all of our panelists is that while yes, these are first and foremost sessions that are designed to be educational, we aren't expecting people to show up on camera in suit/tie or dresses. We can pretty much promise you that there will be a t-shirt or two and maybe even a baseball cap at some point.

And while we will do our best to minimize any A/V glitches, we've got 28 panelists and 2 of us. That's 30 chances for someone to have a problem. We've done enough with Google Hangouts On Air to have seen someone have their lights go out in their office (automatic timer), someone suddenly lose their audio feed (never figured out why), and someone whose camera did a weird zoom in/out thing every few minutes (it was possessed by a demon).

That's the fun of these live events though. The broadcasts won't stop. We'll just work through and around any issues we have.

See you all in a few weeks!

CMEpalooza Fall Co-Producers

Derek Warnick
@theCMEguy

Scott Kober
@MedCaseWriter

Clearing Out the Inbox

Every day or so, Derek and I get the little ping from our inbox indicating that someone has a question about CMEpalooza Fall. Of course, we're always happy when people show interest in our educational showcase (less than 3 weeks away! Wednesday, October 15!), but it's nonetheless often entertaining to see what kinds of things people need us to clear up.

CMEpalooza Fall. It's new. It's different. We get it. And yet there remain times when we are left scratching our heads, laughing a little inside as we consider a snarky response, and then calmly and politely respond. Let's have a look.

Common Question #1: Where is the event being held?

Snarky Response: Where would you like it to be held? We want to be ultra-convenient, so you tell us where you'd like to go. Vegas? Tokyo? Mars?

Polite Response: CMEpalooza Fall is a virtual educational event, which means you can watch on your computer or smartphone from wherever you happen to be. Our presenters will physically be all over the country (and one in the U.K.) in their homes or offices, but the great thing about this format is that they will all be brought together via Google Hangout On Air to talk about important issues in CME. All you have to participate is go to www.cmepalooza.com/fall when you want to watch. You can even come back to the Archives after each presentation is over to catch anything you missed.

Common Question #2: How many individuals have pre-registered for CMEpalooza Fall?

Snarky Response: We hit 10 million an hour ago. Wait, now it's up to 11 million. And now 12. It's total chaos!

Polite Response: Because CMEpalooza Fall is a free event, there is no need to pre-register to attend any of the sessions. You just need to go to www.cmepalooza.com/fall on October 15 and watch. That said, we will be developing a short survey that we hope those who participate in this education will complete to get a broad sense of our audience demographics. We are an industry of surveys, so what's one more, right?

Common Question #3: How much is registration for CMEpalooza Fall?

Snarky Response: If you have to ask, you can't afford it.

Polite Response: There is no cost associated with CMEpalooza Fall. It's all free.

Common Question #4: Is there still time to sign up as a sponsor for CMEpalooza Fall?

Snarky Response: Certainly. We're accepting new sponsors right up until the day of the event. The sponsorship prospectus is available at www.cmepalooza.com/sponsors.

Polite Response: Certainly. We're accepting new sponsors right up until the day of the event. The sponsorship prospectus is available at www.cmepalooza.com/sponsors. (Come on everyone, we're not stupid!)

Check Out Our Moderator Interviews

We've got interviews with five of our moderators up on the CMEpalooza website (and on YouTube). These are shortish (10-15 minutes) interviews designed to introduce everyone to our moderators and provide some brief insight into the goals of each session. These interviews, which of course were all done via Google Hangout On Air, will also give you a sense of what our CMEpalooza Fall sessions are going to physically look like.

All of these interviews can be accessed through the CMEpalooza homepage, but here are direct links to each of them:

- [5 Questions With... John Ruggiero, PhD, CCMEP](#) (moderator of our 1 p.m. session sponsored by Imedex, **What Do Supporters Do With Outcomes Data?**)
- [5 Questions With... Lawrence Sherman, FACEHP, CCMEP](#) (moderator of our 9 a.m. session, **The Future of CME: What Will CME/CPD Look Like in 5-10 Years?**)
- [5 Questions With... Karen Roy, MSc, CCMEP](#) (moderator of our 3 p.m. session sponsored by Genentech, **Publishing Outcomes Data: Tips and Tricks**)
- [5 Questions With... Allison Gardner, PhD](#) (moderator of our 10 a.m. session, **Have We Forgotten About the Content in Continuing Medical Education?**)
- [5 Questions With... Jan Perez, CCMEP](#) (moderator of our 11 a.m. session sponsored by MedPageToday, **Death of the MECC: Fact or Fiction?**)

Thank You to Our Sponsors

This month, we welcomed three new sponsors of CMEpalooza Fall – **MedPageToday** (a silver-level sponsor), along with **Educational Measures** and **Mededicus** (bronze-level sponsors). They joined our previous gold-level sponsor Genentech, silver-level sponsor **Imedex**, and bronze-level sponsors **CMEology**, **HighMarksCE**, **Impact Education, LLC**, **RedMedEd**, and **Vivacity Consulting**. You can learn about all of our sponsors on the CMEpalooza website by going to www.cmepalooza.com/sponsors.

If you are interested in learning more about sponsorship opportunities for CMEpalooza Fall, check out the [Sponsor link](#) on our website. It's a great and inexpensive way to get your name in front of thousands of CME/CE professionals who make decisions about their business every day.

Gold Level



Silver Level



Bronze Level



A Palooza Quiz for All!

In July, Scott created a Sporcle quiz designed to test your knowledge about all things Palooza. Who was the star of *Potty Palooza*? What is the tagline of Pyro Palooza? Test your knowledge and learn a thing or two by going to www.sporcle.com/games/bakeet14/palooza. And yes, we're still waiting for our first perfect score! See how you stack up against your colleagues today with this free quiz.

About CMEpalooza Fall

CMEpalooza Fall is a 1-day event that will feature a series of panel discussion focused on timely, relevant education for the CME community. Broadcasts will stream live via the Google Hangout On Air platform and be immediately available on YouTube upon their conclusion. All sessions will be archived on the CMEpalooza website and available for viewing within 24 hours of the conclusion of the conference. There is no charge for participants to view or participate in any of these sessions. For more information about CMEpalooza Fall, visit www.cmepalooza.com.

For More Information

CMEpalooza co-producers Derek Warnick (dwarnick@thecmeguy.com) and Scott Kober (scott@medcasewriter.com) can be reached with questions or inquiries at any time. Just ask us!