

eLightning Presentations

Recognizing that the presenters at our meetings need solutions that encourage more in-depth discussions, allow for innovative and dynamic multimedia options, and increase overall visibility, AGU has been working to create a more dynamic approach to poster presentations. The “lightning” presentation concept was initiated at the 2016 Fall Meeting and we are expanding it in 2017. Several sessions will be dedicated to this format.

These interactive electronic posters, now named eLightning Presentations, create a dynamic experience for the presenters and viewers, providing significant additional value, including the ability to incorporate videos and audio recordings and to show complex data sets. Presenters will also have the freedom to update their poster up to the start of their presentation, and the eLightning Presentations eliminate the cost of printing and/or shipping a traditional poster for the presenter. In addition, AGU is exploring the possibility that these presentations will be preserved and assigned a permanent ID (possibly a DOI).

In addition to the immediate benefits to presenters in 2017, the eLightning Presentation will also allow AGU to experiment with a medium that could make remote presentations feasible for future meetings.

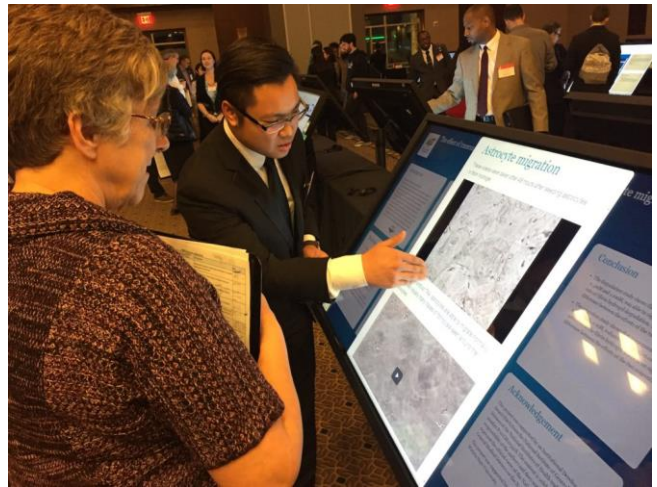
What is an eLightning Presentation?

eLightning Presentations will be displayed on a large touch screen that will enable a dynamic, interactive, multifaceted, digital presentation that attracts, engages, and informs the viewers. The presentations are created on a web-based platform that can include high-resolution images, videos and animations, voice-over narrations, and scrolling content. They will also include the option for a presenter to include a brief introductory or summary presentation recording.

The entire eLightning Presentation will be hosted in a virtual library that will be available at any time, from the web or from the session stations onsite, even if the presenter is not present at the touch screen.

Each eLightning session will be two-hours, and will start with a three-minute lightning presentation from each presenter, followed by group discussion and time with individual presenters at their digital stations for in-depth discussions. These new and exciting presentations will take place in a dedicated area of the poster hall.





eLightning Benefits

- Eliminates the need to print, transport, and hang a poster
- Provides a dynamic online presentation creation platform with multimedia capabilities including:
 - High-resolution images
 - High-definition videos
 - Audio files, slide shows
 - Complex graphics
 - Room for unlimited content
- Creates a virtual library of presentations that are available for viewing before, during, and after the meeting
- Enables presentations to be accessed at any time via the web from a computer, tablet, or mobile phone
- Increases visibility with two dedicated times for presentation of a single abstract
- Accommodates unlimited content that allows for more in-depth conversations

eLightning Costs

AGU has worked to reduce costs as much as possible for this new technology, keeping it cost effective for presenters. To do this, AGU is absorbing much of the program cost in 2017. To cover the remaining costs, an additional fee will be added during abstract submissions for authors who choose to submit an abstract to an eLightning session.

Pricing to participate in this optional program will be as follows:

Membership Status	eLightning Fee	Abstract Submission Fee	Total
Regular Member	\$85	\$65	\$150
Student Member	\$65	\$35	\$100
Tier 1&2 Countries	\$0	\$0	\$0

These prices are less than the standard on-site poster printing costs, and only 1/8th of the cost to rent a monitor and other equipment during a traditional session in the poster hall (*based on 2016 pricing*):

Printed Poster

Size	Paper	Fabric
3 ft x 5 ft (91.44 cm x 152.4 cm)	\$119	\$149
4 ft x 5 ft (121.92 cm x 152.4 cm)	\$139	\$179
4 ft x 6 ft (121.92 cm x 182.88 cm)	\$159	\$209

Renting Equipment during Poster Session

Laptop	\$125
40" LED monitor	\$250
Electricity	\$140
4ft Table	\$150
Internet Hard Line	\$200
Total	\$865



As with their abstract submission fee, authors from Tier 1 & Tier 2 countries will have the full fee waived. Additionally, waivers can be granted on a case-by-case basis for those who wish to participate but for whom the fee is a barrier. AGU is actively seeking grants and sponsorships that could help to further offset costs.

After measuring the impact of this pilot, as well as the options for sponsorships and grants, we will assess the cost model for 2018 and beyond.

FAQs

[Why does anyone have to pay an extra fee? Why can't AGU pay for this with registration fees?](#)

While the value provided to the presenters is significant, the costs associated with this new technology are also significant. AGU is assuming most of the costs this first year, passing on as little as possible to the participants, to encourage and enable greater and more varied participation in the pilot. While there is an additional fee associated with participating in an eLightning session, we have ensured that the cost to presenters – the combined abstract submission fee and eLightning fee – will still be less than the cost of submitting an abstract to a traditional session and printing a poster onsite.

[Has AGU considered getting a sponsorship or a grant for this session format?](#)

AGU is searching for sponsorship and grant opportunities, though it may not be enough to eliminate the need for a presenter fee this year.

If you do secure a sponsor, will they be listed as a sponsor of a specific session or presentation at the meeting?

Sponsors will **not** be listed as sponsoring the science presented in any given session or presentation.

What if I don't want to participate?

Traditional sessions will still be available to you; presenters who are not interested in the eLightning presentations will not have any impact on their presentation just as those who elected to not participate in an alternate format in 2016 were not impacted by the new formats. eLightning sessions are completely optional.

What if I don't want to make my presentation permanently available in the library?

There will be an opt-out for any presenter who does not want their presentation to be available after the meeting. This library will remain up for at least six months after the meeting. AGU is also investigating the various options for archiving eLightning presentations.

Is the eLightning library open access?

The presentations will be freely available. AGU is still considering which types of licenses to allow presenters to apply to their content, but a CC-BY license will certainly be an option.

Why is this named eLightning?

In 2016, AGU piloted a Lightning Poster Session format that allowed poster sessions to have a set time, outside of their designated time in the poster hall and in a separate room, for their presenters to give lightning presentations of their posters. This experiment was intended to encourage discussion, enable presenters in the same session to see each other present, and increase visibility of the posters. The current session format is built on the progress made and lessons learned from Lightning Poster Sessions, hence the Lightning in eLightning. We are adding additional value by providing more of an electronic ability, hence the e in eLightning. We also wanted to make sure that it wouldn't be confused with our long-running ePoster program, where poster presenters are able to upload a static PDF copy of their poster to the online scientific program, so the word poster wasn't included in the name.

I have questions about what type of content I can and can't include in the eLightning presentation software.

If you want further clarity about this format or the type of content that can be included, please view the [demo presentation](#) as an example or reach out to abstracts@agu.org and we will either answer your question or direct you to our vendor who will be able to provide further assistance.