CEQ Showcase 2025
Abstract submission guidelines

Summary

The Clinical Excellence Showcase event has become Queensland's 'must-attend' event for health professionals who share a passion for and interest in healthcare improvement. Health professionals, policy makers, managers and researchers can learn about the best home-grown initiatives that are helping to transform the health system. The Showcase shines a light on the real people behind great ideas and connects like-minded individuals to facilitate the scale and spread of success across our great state.

The abstract submission process is your opportunity to present your project, initiative, or model of care to your peers and encourage the scale and spread of your proven model. This document is designed to support you in the abstract submission process.

Eligibility

- We encourage health professionals to share their projects from the frontline.
- Projects with strong consumer co-design or collaboration are encouraged.
- Abstracts are open to all current Queensland Health, Queensland Ambulance Service, and Mater Health Service staff.
- All successful presenters and poster applications will be required to attend **in person** on 4 or 5 June 2025. Eligible successful applicants from outside of Southeast Queensland will be supported with flights and accommodation within Queensland.
- Projects from other health providers or organisations will only be accepted as part of a joint abstract with representatives from Queensland Health, Queensland Ambulance Service, or Mater Health Service.
- Abstracts are for oral/speaking and poster opportunities.
- Abstracts MUST relate to a project that has been implemented within the last two (2) years.
- Projects that have already been presented at a previous Clinical Excellence Showcase event will not be accepted.
- You may submit more than one (1) abstract.
- Projects MUST be complete and have evaluation data that demonstrates beneficial impacts on staff, the system, and/or patients.
- All abstracts MUST be accompanied by a pitch video (see below).
- All applicants are to include a short biography (maximum 200 words).
- Abstract titles or summaries may be edited by the event organisers for marketing purposes. You will be notified of any changes.
- If successful you will be required to provide a suitable headshot (maximum one gigabyte/GB and in .jpg format).
- All entrants agree to the publication and distribution of their submission(s) by Clinical Excellence Queensland (see Privacy section below).

Preparing your abstract

- All submissions for Clinical Excellence Showcase must be submitted via the online submission portal here by **COB Tuesday 22 April 2025**. Emailed Word documents or PDFs will not be accepted.

- Abstracts will be assessed against whether they are proven, innovative and scalable.

- Use plain English, avoid using acronyms, jargon and abbreviations.

Elevator pitch video

- An example of an Elevator Pitch from CEQ Showcase 2024 is available for your review here – The Sistas Shawl Project

- This is your opportunity to provide a short presentation of your project to the reviewers.

- Reviewers are seeking to understand the aim of the project, how it was implemented, evidence of the benefits to staff, the system, and/or patients and how the project could be scaled and spread to other hospital settings or other Hospital and Health Services.

- Think of the video abstract as an elevator pitch – where presenters sell us the project!

- Videos: – are to be no more than 3-minutes in length – there are some tips at the bottom of this document on creating videos.
  - the preferred video format is MP4, before uploading ensure your video is able to be played within Microsoft Teams;
  - do not need to be filmed on a professional camera, we welcome videos that are filmed on a mobile phone (in landscape), or as a teams meeting;
  - graphics and images that add impact to your project are not mandatory but are encouraged, and
  - the quality of the video format will not determine whether your submission will be accepted.

- Name your pitch video the same as your Project Title (six words or less)

- Upload your pitch video to CEQ Showcase pitch video portal SharePoint page

- *For applications for staff from Queensland Ambulance Service or Mater Health Services email CEQShowcase@health.qld.gov.au*

The following sections of the online form must also be completed:

Presenter details

Please provide details for all presenter(s):
  - Salutation (Doctor, Ms, Professor etc.)
  - First name and surname
  - Position title
  - Stream
  - Hospital or facility
  - Hospital and Health Service or organisation
  - Best contact email
  - Best contact phone number
  - Short biography
  - Headshot* *successful applicants will be asked to provide a copy of their headshot.*

Project details

This content should be written in a professional style for public dissemination.

Your application will be used to assess the project. Successful applicants will have their project added to the Clinical Excellence Queensland Improvement Exchange which can be viewed [Find an improvement project | Clinical Excellence Queensland | Queensland Health](#):

- Submissions can be made for Presentation and Poster / Presentation / Poster
- Start and finish dates of the project
- Details of consumer representation or participation (or nil)
- Details of any project partners such as community organisations and implementation site/s

Title for project

- Should be six words or less

Summary

- Up to two sentences (ideally 160 characters or less) that describes the purpose of the project.

Aim

- Short sentence to describe the overarching goal of the project. This provides information on the relevance of the project.

Outcomes

- A few bullet points outlining the overarching outcome, include main findings and results of this project.
- Provide supporting data where possible.

Background

- Word limit 500 words
- What were the issues that led to the project?
- What was the central questions or statements of problem that was addressed?

Methods

- Word limit 500 words
- What did you do and how did you do it?
- What initiatives were developed and implemented?
- How were these implemented?
- If possible, identify improvement methodology used.

Discussion

- Word limit 500 words
- What was necessary for the project to succeed – environment / context?
- What were the lessons learnt and limitations?
- What were the Strengths, Weaknesses and Opportunities?
- What would you do differently?
- Where else in Queensland Health can you see this project succeeding?
- What are the next steps?

References

- Please include any references that support your project, methodology, or evaluation.

Declaration and privacy

- At the end of the submission form you will be asked to declare that you have received ethics approval for your project (if relevant) and that you have declared any conflicts of interests.

You will also be asked to:

- Confirm that the information provided is true and correct at the time of submission and that there are no legal, political, copyright, ethical or other issues that would otherwise exclude this project for consideration by the review panel. Clinical Excellence Queensland will not assume liability for copyright or intellectual property breaches due to the inappropriate distribution of information from parties external to the organisation.

- Agree to participate in any marketing pertaining to this and future Clinical Excellence Showcase events, which includes but is not limited to video interviews, podcasts, and social media.

- Agree to have your project added to CEQ's Improvement Exchange if the abstract is accepted.

- Confirm that your health service executive director and/or chief executive is supportive of this abstract being submitted.

- Confirm that any partner organisation or consumer is aware and supportive of this abstract being submitted.

- Grant the event organisers (Clinical Excellence Queensland) a copyright license to reproduce, publish, distribute, and display the text of the abstract on a royalty-free, perpetual, irrevocable nonexclusive basis.

- Confirm you understand CEQ, as the event organisers, reserve the right to remove or cancel any abstract at any time which does not comply with the above.

What happens next?

- Once you submit your abstract it will be automatically sent to member/s of the Abstract and Poster Review Committee.

- All abstracts are anticipated to be reviewed late April 2025. You will be advised of the outcome of your submission shortly after.

Take a video

Exert of information from Queensland Health's Strategic Communications Branch on taking videos.

Queensland Health staff can view full Queensland Health policies on QHEPS [Take a video | Strategic Communications Branch (health.qld.gov.au)](#).

For those outside of Queensland Health please refer to your local polices for example Mater Health Services or Queensland Ambulance Service.

Get ready for filming

Before you film your video, there's a few things to consider:

- Check you have the relevant approval for your script, video and publishing.
- Make sure your video will be concise. Short videos get more engagement.
  Hint: a 2-3-minute video of someone taking is 200–250 words maximum.
- Ensure you are comfortable using the device or equipment to record your video ahead of time. Practise!
- Make sure you understood policies related to saving work files on a personal device.
- Check that you have consent for the people participating in your video.
- Try to coach the person being videoed on what to wear and on their body language during the shoot.

Tips for good screen presence:

- Solid or bright colours work well.
- Avoid wearing patterns or stripes.
- Wear what they feel nice in and are comfortable in.
- Maintain a relaxed posture and facial expressions.
- Use natural hand and arm gestures.

Consent

- Ensure all participants consent to being videoed. If in Queensland Health we suggest you use the [Online Photo/Film Consent Form](#).
- Consent is managed by divisions and branches and people may withdraw consent at any time.
- For events, using opt-out consent is recommended. Include information on consent in all invitation and RSVP correspondence. Create posters to display at the event and have the MC mention it on the day.

Videoing tips

- When selecting a location to record, be mindful of how busy or private the location is regarding noise, and distraction.

- When using a phone to record, make sure your lens is free of any greasy fingerprints and that your fingers don't stray over the lens.
- Turn on Airplane mode so you don't get a call halfway through filming.
- Check your phone's video settings—change these to the highest quality as this may not be the case by default.

Lighting

- Whenever possible, use natural light. Position the person or people being videoed so that they are facing the light source. If you are indoors, try to avoid placing the person directly beneath ceiling downlights to avoid shadows on their face.
- Avoid backlighting. Make sure the main light source is not behind the subject to avoid them appearing as a shadowy silhouette in your video.
- Supplement with artificial lights. If there's not good natural light, you may choose to use additional lights and light stands (if you have access to them). Position artificial lights above and ideally at a 45-degree angle to the person being recorded for balanced lighting and to avoid shadows on anyone's face.

Sound and audio

- Use headphones while recording to ensure the quality of sound being captured.
- Use an external microphone if possible. Use a small external microphone that can either connect to your smartphone directly, or record audio on its own. Lavalier (lapel) mics are great for interviews and speeches. Some brands that offer solutions for this are:
  - Rode (Wireless Go)
  - DJI (Wireless)
  - Zoom (Handy Recorder).
- Another option is to use a second smartphone closer to the speaker and record using the Voice Memo app (iPhone), Samsung Voice Recorder (Android), or the appropriate app for your brand phone as a back-up. The audio can then be edited to the video after the event if it sounds better.
- Get close to the source. If you don't have an external mic, get as close to the sound source as possible to reduce background noise.
- Monitor audio levels. If your smartphone allows, monitor audio levels to avoid distortion. You want to stay below the 0 dB level, preferably around -6dB (minus 6 decibels).
- Wind protection. Use a windscreen if you are recording outside to minimise wind noise.

Camera stability and focus

- Most devices have automatic focus. Depending on what device you use, you typically lightly touch the screen to ensure focus is accurate before you record. Please refer to your device manual.
- Use a tripod or stabilizer. A tripod or a handheld stabilizer/gimbal can drastically improve the steadiness of your shots, especially for lengthy presentations.
- Hold Your smartphone correctly. If you are holding the smartphone, use both hands and tuck your elbows into your body for extra stability.
- Use gridlines. Turn on the gridlines in your camera settings to help keep your shots level and well-composed.
- Lean against a stable surface. If you do not have a tripod, lean against a wall or another stable surface to steady your hands.

Framing, composition and orientation

- **Framing** refers to the position and placement of the subject and any objects in the video.
  Composition refers to how the arrangement of visual elements conveys a message.
  Orientation refers to how you will video. This can either be portait (vertical) or landscape (horizontal).

To ensure you capture the best video you can:

- Fill the frame: Make sure the person being videoed takes up a large portion of the frame to maintain focus and interest.
- Check the background: Ensure there are no distracting elements in the background that could detract from the person speaking.
- Spacing: Ensure the person being videoed leaves a few seconds at the beginning and end to allow for editing.
- Decide on the orientation: Most piece-to-camera videos of people speaking for social media content are videoed vertically. If you are capturing an event or presentation, you may want to video horizontally.

When deciding which orientation to record, find out which format performs best on the platform you want to publish to. Avoid mixing orientations. It is recommended you use landscape for Pitch Videos.

Editing and publishing

- Captions are recommended on all videos for accessibility.
- If you need help with editing and publishing, get in touch as early as possible so we can support you. See how to contact us below.

Copyright

Where the State of Queensland (Queensland Health) is the sole owner of a copyright work (owns the intellectual property in a publication), this must be reflected by a copyright statement.