



## PowerPoint & Presentation Tips for Speakers

*Translating your technical paper to a PowerPoint presentation in just 30 minutes is a challenge. A successful slide format uses the visual medium to reinforce, underscore, and support the speaker's material. A PowerPoint presentation is an effective teaching and learning tool, if your format is sharp, consistent, and well organized.*

### Non-Commercialism Policy:

- ✚ Speaker presentations prepared to present technical papers that are perceived as sales presentations are not acceptable
- ✚ Limit identification of your company to the title page to avoid commercialism
- ✚ Use generic names and not specific company model numbers for identifying equipment or processes.
- ✚ **™ (Trademarks) and Copyrights should be confined to endnotes**
- ✚ Promote your company by letting the technical characteristics of your new product or process speak for themselves

## PowerPoint Layout for an Effective Presentation

### PowerPoint Design & Layout

A template is provided for page one.

### Readable Slides

- Edit text on each slide to a minimum to achieve a balanced appearance and the highest level of readability. List concepts on slide and discuss details.
- Don't tip your hand and reveal more information than needed. The audience will read ahead instead of listening to you.
- If you must make several points in a slide, consider using a build up.
- Avoid using footers with name, date, slide number, etc. because they are distracting. Apply only to paper copies for distribution.

### Adding Slides/Transparencies

Reinforce major points in your presentation with a title or graphic slide.

- Paraphrase the copy but stay with the same general terminology.
- Emphasize important/major conclusions with a title or special effects (use sparingly) slide.
- Underscore key points in your presentation with copy, photographs or charts.

### How Many Slides in a Good Presentation?

A well-paced slide presentation should have a slide change every 30-45 seconds. Longer intervals will slowly disinterest your audience. List concepts using bullets for key points and put discussion in your notes!

- Practice your script or cue card outline and determine the interval between slide changes.
- Add or subtract the proposed slides until the timing is right. An effective 25 minute presentation includes 30-35 slides.
- Provide a summary of key points to close

## Format Consistency is Important

- Use a light color background and one font (change font size and use bold/italics for effect.) Limit use of red vs. green on same slide for those that may be colorblind.
- Consistency of color combination, graphic technique, and writing style will allow your slides to continually build on each other to support your verbal presentation.
- Change colors or combinations only with a purpose... to differentiate sections within your presentation, or different subjects within a longer or multi-speaker presentation.

- Use the correct type of chart for what you are trying to show.
- Be absolutely sure that the trend or relationship you are trying to show will be very obvious on the finished chart slide.
- Chart slides are really pictures. Graphic illustrations of points you want to emphasize are easier to convey than a slide with just text. Keep your charts simple and they will do the job.

You may also review this website for PPT tips:  
[www.arma.org/LearningCenter/Facilitator/uploads/PowerPointGuidelines.ppt#279,37,YOU](http://www.arma.org/LearningCenter/Facilitator/uploads/PowerPointGuidelines.ppt#279,37,YOU)

## Effective Use of Charts and Graphs

# Speaking Tips for an Effective Presentation

### Establish a Prime Objective

If you cannot clearly define the reason for your presentation in one sentence, your audience may not understand your presentation. Complete the sentence: *“After my presentation, I want the audience to...”*

### Analyze Your Audience

You should know as much as possible about your audience. Ask yourself...

- Who are they?
- What do they have in common?
- Why will they be here?
- How much do they already know about my subject?
- How much do they want to know?
- What is their level of understanding?
- What is their attitude...friendly, hostile, or indifferent?

### Prepare a “Cue Card” Outline

- Use 3x5 file cards. On separate cards, list every major point you want to make in order to accomplish your prime objective.
- Arrange the cards into a logical sequence or flow.
- Between each major point, add additional cards that contain necessary support, demonstration or proof information.
- If possible, put the completed outline aside for a day or two, then re-read it and make changes as indicated.
- PowerPoint also has an excellent Notes feature for presenters. **See:** *Enter Creating Note Pages in PPT “Help” drop down menu.*

### Knowing What to Say is NOT the Same as Saying it Effectively

Pay particular attention to the content of your slides. Don't merely use chunks of text out of your script or outline for your slide. Edit this text into meaningful, graphic slides to support your statements, not repeat them. This will make a more effective slide presentation.

### Do's & Don'ts for a Successful Presentation

- **Do** test your computer and practice the slide show before the audience arrives.
- **Do** check ahead of time for proper room lighting (low but not fully darkened) and for any glare from windows.
- **Do** make sure everyone in the audience can see and hear you clearly.
- **Do** memorize your speech. **Don't** read slide content, which can be perceived as an insult to the attendees.
- **Do** use visuals (charts, graphs, tables, photos) to supplement or clarify what you are saying.
- **Do** speak to your audience. **Don't** speak to the screen. If you want to draw the audience's attention to something, stop speaking, point to the item, then return your eyes to the audience and continue.
- **Do** know the order of your slides and which one will come up next... you shouldn't have to look at the screen to find out.
- If you need to refer to a previous slide, **do** make another copy and position where needed. **Don't** try to reverse the slide show.