



PowerPoint & Presentation Guidelines 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 for Presentations

Technical papers and presentation slides perceived as sales presentations will not be accepted by the SMTAI Technical Committee. All presentations will be reviewed by SMTA for compliance.

- ✚ To avoid commercialism, limit identification of your company to the title page
- ✚ Do NOT use a company name or a specific trade name in the paper title
- ✚ Use generic names, not specific company model numbers, to identify equipment, products, or processes
- ✚ Limit ™ (Trademarks) and © (Copyrights) to references and endnotes – do not use footers
- ✚ Promote your company by letting the technical characteristics of your new product or process speak for themselves

Layout & Design for an Effective PowerPoint Presentation

PowerPoint Design & Layout

The SMTA template is recommended and is available at www.smta.org/smtai.

Design Sharp & Readable Slides

- Limit text per slide to maximum of 9 lines for readability in the back of the room.
- Use bullet points to list concepts; keep your discussion in your notes!
- Use two slides with same header/title if needed to limit lines of text per slide.
- Reinforce major points with a title or graphic slide. Use special effects sparingly to reinforce important points and conclusions.
- Limit information in footer [©Company/Date]; do not include company name, logo, or website. Too much information is distracting.

Use Charts and Graphs Effectively

- Use the correct type of chart for what you are trying to show.
- Be sure that the trend or relationship you are showing is obvious on the finished chart.
- Chart slides are really pictures and emphasize key points better than text. Keep your charts simple and they will do the job.

Maintain Format Consistency

- Use a light color background and no more than 2 fonts (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 is essential for readability and impact.
- Change colors or combinations only to differentiate sections within your presentation or to identify different subjects.

Determine Appropriate Number of Slides for Your 30 Minute Presentation

A well-paced presentation should have a slide change every 30-45 seconds to hold audience interest. List concepts using bullets; limit paragraphs of text.

- Practice your presentation to determine time needed between slide changes.
- Add or delete slides until the timing is right. An effective 25 minute presentation includes 30-35 slides and leaves time for Q & A.
- Provide a summary of key points to close.

*******Check out this website for more PPT tips:**

www.ama.org/LearningCenter/Facilitator/uploads/PowerPointGuidelines.ppt#279,37,YOU



Speaking Tips for a Successful 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. Identify...

- Who are they?
- What do they have in common?
- Why are they in this session?
- 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, receptive, or indifferent?

Prepare a "Cue Card" Outline

- Use 3x5 file cards. On each card, list a 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 with supporting information, data, etc.
- If possible, put the completed outline aside for a day, reread, and make changes as indicated.
- PowerPoint also has an excellent Notes feature for presenters. **See:** *Creating notes for slides 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 use blocks of text from your script or outline on 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 and can be reflected in your evaluation.
- **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 and point to the item, then return to face 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** insert a duplicate slide, and position where needed. **Don't** try to reverse the slide show.
- **Do** use your laser pointer for emphasis. **Don't** use the laser pointer for each word on a slide.
- **Do** follow the program schedule and finish in the time you are allotted. **Do** allow time (5 minutes) for Q & A. *Total time for each speaker is 30 minutes, including Q & A.*

Remember to thank your audience!