

## POWER POINT GUIDELINES

**No promotional material** (consultant or company name, logos, etc.) shall appear on any slides, other than on first and last slides. This educational forum is intended to provide a non-commercial view of technology. SMTA requests that all speakers provide an objective and non-biased viewpoint in their presentations. **The repeated use of company logos/commercial references in any printed material or audiovisual presentations is not acceptable.**

### Formatting Tips (only suggestions.....)

- All slides should have a consistent rotation.
- Use 1" margins to produce a 6.5" x 9" for the text, tables, etc.
- Use only landscape format for the slides.
- Titles/Headings in sans serif (Helvetica or Ariel or equivalent font), bold, 30 point
- Bulleted text is regular 14 point
- Bulleted items are indented 0.5" on each side of the bullet
- Limit text line to nine (9) per overheads/visuals

**How Many Slides in a Good Slide Presentation?** A well-paced slide presentation should have a slide change every 30-45 seconds. Longer intervals between slides will slowly but surely bore and disinterest your audience. A typical 30 minute presentation should include no more than 40-45 slides.

- ◆ Read through your script or cue card outline and determine the interval between slide changes.
- ◆ Add or subtract the proposed slides until the timing is right.

### Successful Slides

- ◆ Edit copy to a minimum.
- ◆ Don't tip your hand and reveal more information than needed. The audience will read ahead and not listen to what you are saying (they can't help themselves.)
- ◆ If you must make several points in a slide, consider using a build up.
- ◆ If you stick with the amount of copy that will fit on any of the forms, you will always be assured of great looking slides, with a balanced appearance and the highest level of readability.
- ◆ Reinforce every major point in your presentation with a title or graphic slide.
- ◆ Paraphrase the copy but be sure to stay with the same general terminology.
- ◆ Dramatize the most important major conclusions in your presentation with a title or special effects slide.
- ◆ Underscore all support, proof or demonstration points in your presentation with copy, photographs or charts.
- ◆ Using a wide variety of color combinations and graphic styles will confuse the audience rather than keep them alert.
- ◆ Consistency of color combination, graphic technique and writing style will allow your slides to continually build one on the other along with your speech. The audience will respond better and you will look more professional.
- ◆ Change colors or combinations only with a purpose... to differentiate sections within your presentation, or different subjects within a longer, or multi-speaker presentation.

## TIPS FOR A SUCCESSFUL PRESENTATION:

### ➤ **Establish a Prime Objective.**

You are giving your presentation for a reason. If you cannot define that reason 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.**

- ◆ Get a package of 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.

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

Particular attention must be paid to the content of your slides. Picking chunks of copy out of your script or outline for your slide copy is easy. But unless you edit this copy into meaningful, telegraphic slides that support your statements rather than repeat them, you're headed for an ineffective slide presentation.

### ➤ **Do's and Don'ts for a Successful Presentation.**

- ◆ Memorize your speech... don't read it.
- ◆ Don't read slide content, as it is usually perceived as an insult to the attendees. Visuals should supplement or clarify what you are saying.
- ◆ 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 resume.
- ◆ 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 in your presentation, have an extra copy made and positioned where needed. Never try to reverse the projector.
- ◆ Be sure everyone in the audience can see.