



TIPS FOR CREATING AN EFFECTIVE PRESENTATION

Your slides should serve rather than control you. You're an excellent presenter; even so, PowerPoint™ can hijack your presentation. You don't want that to happen. With that in mind, here are a few ideas to liberate you to give your best presentation ever.

- **Minimize the number of slides.**
To maintain a clear message and keep your audience attentive and interested; keep the number of slides in your presentation to a minimum.
- **Choose a font style that your audience can read from a distance.**
Choosing the right font style, such as Helvetica or Arial, helps to get your message across. Avoid narrow fonts, such as Arial Narrow, and avoid fonts that include fancy edges, such as Times.
- **Choose a font size that your audience can read from a distance.**
Your point size should be LARGE. In a large conference room, the size of your words – depending on the font – should be from 36 to 44 points! **Never use less than 24 points** regardless of the font type.
- **Keep your text simple by using bullet points or short sentences.**
 - Use bullets or short sentences, and try to keep each to one line; that is, without text wrapping.
 - You want your audience to listen to you present your information, rather than read the screen.
 - Some projectors crop slides at the edges, so long sentences may be cropped.
 - You can remove articles such as "a" and "the" to help reduce the word count on a line.
- **Use art to help convey your message.**
Use graphics to help tell your story. Don't overwhelm your audience by adding too many graphics to a slide, however.
- **Make labels for charts and graphs understandable.**
Use only enough text to make label elements in a chart or graph comprehensible.
- **Use high contrast between background color and text color.**
Themes automatically set the contrast between a light background with dark colored text or dark background with light colored text.

Check the spelling and grammar.

To earn and maintain the respect of your audience, always check the spelling and grammar in your presentation.