



ashm
Conference and Events Division

How to design a great powerpoint presentation

It is not an easy task to develop a powerpoint that both gets your major points across but is also visually pleasing.

Preparing your slide content:

- Focus your content on what you want as the take home message
- *Aim for an average* of one slide per minute with a minimum of 30 seconds or the audience will not grasp the *key concepts*. This will dictate the number of slides to work towards dependent on the length of your presentation.
- *Checkpoint:* If your slides were viewed without the audio post-conference would your key take home messages be understood
- Your first slide should include: the title of your presentation, your name and your organisation.
- Keep abbreviations and acronyms to a minimum.
- Have a concluding slide that covers the key messages and has your contact details.

Guidelines on the presentation design:

- All documents should be in PowerPoint 2010
- Set up your document preferably with light text on dark background – contrasting colours required
- Optimum title text is 45 - 55 points and no smaller than 36 points
- Body text should be at least 26 point.
- Follow the 666 guide: 6 bullets per slide, 6 words per bullet, 6 bullet slides in a row (max)
- Avoid UPPERCASE letters as they are hard to read
- Keep your colour scheme, tables and graphs simple and well balanced and try to focus each slide on one idea. This may result in more slides but the important thing is for people to be able to visually take in the information you are discussing.
- Balance text and graphics. A photo will personalise a presentation but too many can detract from it.
- Avoid the overuse of clip art and animation.
- If using video ensure that you load the file itself in the folder with your presentation. Do not link it and then only bring the powerpoint slide. Presentations containing pictures and multimedia can be quite large, therefore you can compress the file size. Select any of the pictures, right-click on it> Format picture> Picture> click on Compress> under Apply to, you can choose to compress just that picture or all pictures> click OK

Prior to the presentation:

- Bring your presentation on a USB but have available in a location accessible from an internet connection
- Load your presentation at the speaker preparation room a minimum of 4 hours prior to your session.
- Check your slides on the speaker preparation room computer with an AV technician. Check for issues with formatting

During your presentation:

- Keep an eye on the audiences' body language, it will let you know to move on or create more interest and excitement