# Advice for using Power Point Effectively During a Presentation

**ADVICE**                                        **EXPLANATION**

1. Content of the presentation

| **Incorporate** graphic images **into your slides, for example, diagrams, graphs, or tables.** | • **A picture is worth a thousand words... As a result of this addition, it is then easier to summarize when you present your information.**<br><br>• **Avoid continuous text**<br><br>**90% of our clientele is female. 25% of these women are students. The rest of our clientele is men, and 75% of them are students.** |
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| **Incorporate** multimedia objects **into your slides such as sound, animated images, or a film extract.** | • **Be careful, however, not to overload. Your presentations should remain professional because, in the business world, low-key is preferred. Once again, keep the audience that you are addressing in mind.** |
| **Respect certain important** page layout **considerations.** | • **The same format must be used for all the slides in order to give an impression of a logical sequence.** Use masks **for placing the title, colours, characters, and so on.**<br>• **Fill in 2/3 of the space with content (text, graphics, images, and so on). Do not overload the slide.**<br>• **Do not use more than 4 or 5 bullets per slide.**<br>• **Be careful with** animation; **do not overdo it! A title that appears one word at a time and rotating texts or objects that fly in will only serve to annoy the audience.**<br>• **If you insert images, make sure that they are relevant and related to the message that you are conveying. Yes, they attract attention and illustrate what you are saying, but not at any** |

| | price...<br>• **Choose a simple font that does not divert attention from the aim of your presentation. Times and Arial remain the classics. They are easy to read and this is what you are aiming for: readability, not style! Also, the computer environment that will be placed at your disposal for the presentation may not have the rare font that you used in preparing your presentation.**<br>• **Limit yourself to two types of fonts and to two sizes only (20 points minimum).**<br>• **Do not overdo bolding and italics, and forget about underlining, it just makes reading more difficult.** |
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| **Use** hypertext links **to go to your extracts, to other documents, or to an internet website, for example.** | • **It is possible that you wanted to present a document too voluminous to be re-transcribed on a slide or too detailed in relation to the context of your presentation. In this case, insert in the text, a sentence, an image or a word on which you will click to directly access useful information.**<br>**Be careful, if these hypertext links lead to a Web Site, you will have to make sure that the computer you are using to give your presentation is connected to the Internet.** |
| **Use** bulleted lists **to present your information.** | • **Your slides should not be full of continuous text or paragraphs. Bad idea! You should present your information in separate points (called descriptors) in a telegraphic style. Remember that your slide is only a visual support; it is up to you to complete it verbally by explaining the chosen descriptors.** |
| **Formulate** descriptors **that express** precise ideas. | • **These descriptors are too general and do not tell the audience anything. This is what could replace them and what could be more precise and attention-getting:**<br>**Wouldn't you say that this is much clearer?** |

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| NO spelling mistake **must appear on your slides.** | • **It is your credibility that is at stake here. What you are saying will seem less plausible and the negative effect will last,**<br>**even though you go on to another slide which does not have any spelling mistakes.** |
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2.      Behaviours to adopt during the presentation

| ADVICE | EXPLANATION |
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| **Choose your** words **well.** | • **NEVER use negative formulations in your slides (avoid NOT, and so on); use words that are short and understandable by everyone (no abbreviations, no acronyms; if you do use them, define them well first)** |
| **Distribute** support documents. | • **The audience will appreciate receiving a printed copy of the slides you presented. It is possible to print only one or several slides on a page leaving some space for taking notes. Do not forget to add, to the document that you hand out, a cover page on which you will indicate the title of the presentation, your name, and the date. Remember the content of Lesson 4 and do not hesitate to refer to it if needed.** |
| Practise **your presentation at least three times.** | • **Ideally, you should rehearse in front of someone who has, in hand, an evaluation grid similar to the one that is provided further on. Obviously, with experience, you will not have to rehearse as often,**<br>**but you should always prepare mentally to ensure the relevance of the links, your capacity to explain the content presented, and so on.** |

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| **Make sure that you have all the** necessary equipment **and that it is in good working order BEFORE your presentation.** | • **Make sure that the computer and the projector are in good working order, and that you have the software and connections that you will need. With the new technology, anything can happen!** Remember that PowerPoint is part of the Microsoft Office software suite. These applications are designed for their compatibility. Bring a "Web Page" copy that will function with a navigator, or a "Pack and Go" version, with or without integrated viewer, that will operate even though PowerPoint is not installed. If you think it is a good idea, you can prepare slides that you will reproduce on transparencies and that can be presented with a simple overhead projector. |
| **Show your audience the outline of your presentation.**<br><br>**At the end of your presentation,** summarize **your talk.** | • **Make a first slide with the title page, then another one that presents the structure of your presentation and its development. Then, continue with the introduction of your subject and the rest of your presentation.**<br>• **A good summary will be useful to everyone. Repeat the main points of your presentation. The words "To summarize" are magical and will recapture the attention of those who momentarily lost track of what you were saying.** |