
Make a Quality Presentation

— Tips to a Better Slideshow! —

Why do we use slideshows to present information?

- Effective tool for communicating information
- People learn better from visuals and narrative than words alone
- Makes message clear, memorable and entertaining!

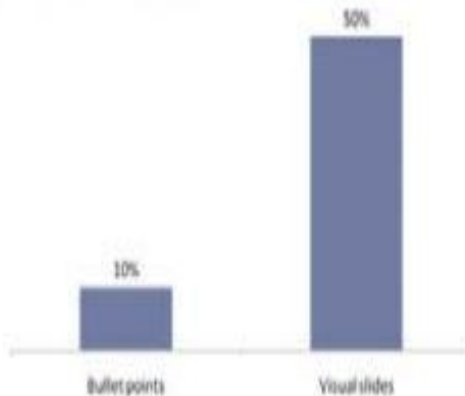
1. Use visuals in an effective way

Research on Message Retention

According to research done at the Wharton Research Centre:

- Only 10% of the message is retained if the presentation contains bullet points.
- 50% of the message is retained if the presentation uses visual slides.
- That's an increase of five times the retention rate.

Message retention increases when visuals are used



Source: Wharton Research Centre



2. Use a template that is not distracting



3. Use a large sans serif font

Rules about Font Selection



- Select a *sans serif* font such as Calibri, Arial, or Trebuchet.
- Limit your fonts to *two*, at most.

Select a *sans serif* font

Calibri

Gar~~mon~~d

Arial

Time~~s~~New Roman

Trebuchet

Centur~~y~~Schoolbook

4. Use high quality images that reinforce your message



Use **high quality**
photos



Incorporate text
into photo



Use **high quality** photos



5. Use phrases or abbreviated sentences

Keep full sentences in your **oral** presentation and OFF the screen!



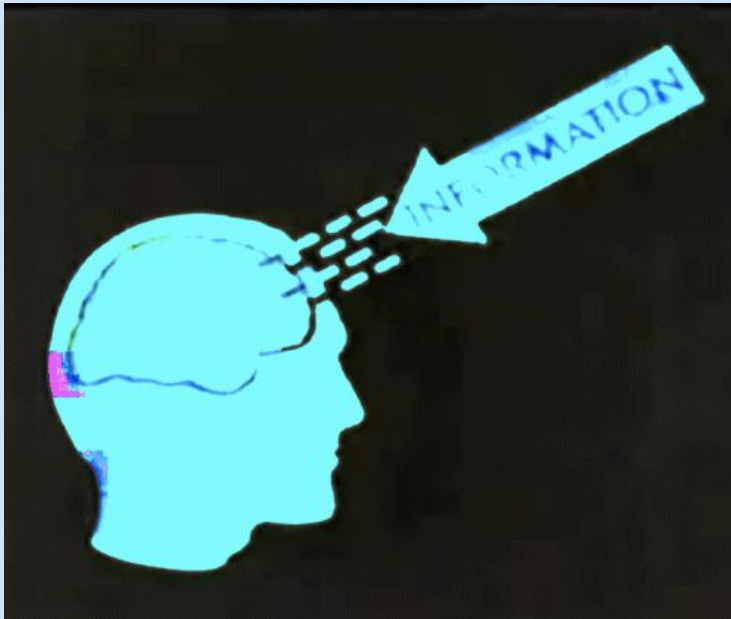
When preparing the content of your slides, use **phrases** rather than full sentences, with the possible exception of short direct quotes.

Use **phrases** rather than full sentences

“ If your slides can stand by themselves, why the heck are you up there in front of them? ”

6. Use animations, transitions, and video sparingly

Too much movement can distract from your message!



7. Be passionate!

Your enthusiasm is what makes a presentation great!

