
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!

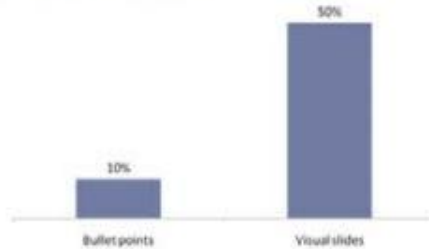
1. Use visuals in an effective way

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

This slide is not effective visually; the audience can read the text more quickly than the speaker can discuss it, resulting in confusion and boredom.

This slide is better because it uses a visual display and the heading outlines the main message. But it lacks an emotional connection to improve message retention.



This slide is the best example because it clearly displays the message and gets the audience's attention.

2. Use a template that is not distracting

- Strive for simplicity and readability, avoid logos and small icons.
- Make sure the text is visible and doesn't fade into the background



3. Use a sans serif font

- Be consistent. Do NOT use multiple fonts on one slide.
- Use 24 point font or larger

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**o**nd

Arial

Time**o**New Roman

Trebuchet

Centur**o**Schoolbook

4. Use high quality images that reinforce your message



5. Use phrases or abbreviated sentences

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



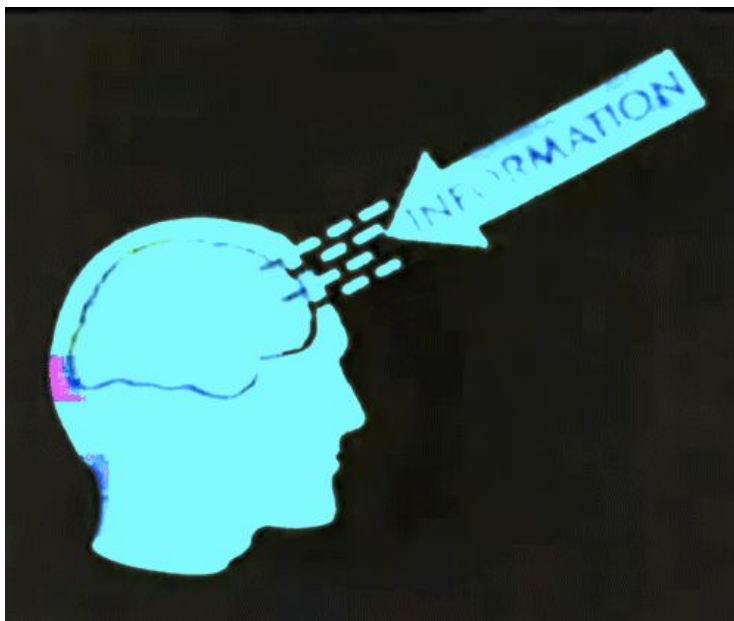
When preparing the content of your slides, use **phrases** rather than full sentences, with the possible exception of short direct quotes.

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!

