NBAA

PowerPoint Presentation Tips & Best Practices

June 19, 2015

Basic Rules

- Keep it simple

- Make bullets easy to read

- Use graphics where applicable

- Keep wording concise

- Keep font size consistent

- Speak slowly and clearly – the best presentation is meaningless if they can't understand you

Basic Rules (cont.)

- Don't forget your purpose – be relevant

- Don't be a slave to your slides

  - Your slides are a visual aid…you are the show

- Don't overwhelm your audience with unnecessary detail

- Don't neglect your opening first impression

- Spell check before you present

- Practice ahead of time!

- Expect the unexpected

Fonts

- Keep the font consistent on all slides

- Suggested fonts/sizes for presentations:
  - The title font style is Arial Bold 28
  - The subtitle font style is Arial 24 Regular
  - The body font style is Arial 16 (but no larger than 20)

- DON'T USE ALL CAPS – IT'S DIFFICULT TO READ

- *Don't use italics – it's difficult to read*

- Bold just a **single word or phrase** that you want to stand out – not the entire line

Text

Avoid excessive verbiage or run on sentences with no punctuation. Too much text makes it difficult to read and process the information. People will either try to read everything or copy everything down and will quickly lose interest. Instead…

- Use bullets to keep things concise and easy to read

- Add more slides if necessary – don't try to fit too much text on any one slide

- List only the key points and add the details verbally

- Use consistent wording style and sentence structure for all bullets on the page

Bullets

- Only 4 or 5 bullets per page – but no more than 6

- Ideally only 6 – 7 words per bullet

- Be consistent on your use of periods or no periods at the end of the bullets

- Capitalize only the first word in the bullet but no others (unless it would normally be capped)

- A presentation is not a book – one thought per line

- Ideally no more than 2 levels of bullets per slide

Color and Contrast

- Use a dark font on a light background (NBAA uses blue)

- Too many colors overwhelm the eye and are hard to read

Backgrounds

- Simple backgrounds are best

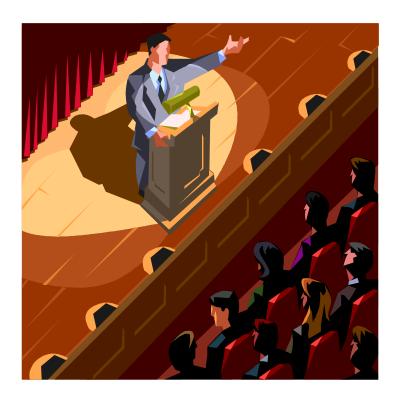- Stick with a single background for your presentation.

Balance

- Left justify bullets

- Centered bullets make the text ragged and difficult to read

Balance

- Ideally place graphics off center

- Leaves more room for text

- Better balance on the slide

- Placing graphic on the left leads your eye to the text

Graphics

- Select good illustrations and graphics

- Every image should serve a purpose

- Clip art gets old

- Animated gifs can be distracting

- Use bar graphs and pie charts instead of tables of data

Animations & Transitions

- Use builds to create drama

- You don't have to give them everything at once

- Use the same transition throughout

- Animations or transitions with noise can be annoying or distracting – use them sparingly (if at all)

Content

- Dazzle them with the information – not the graphics or style

- On the other hand, don't send them running with a boring presentation – keep it fresh and interesting

Conclusion

- Don't forget to wrap up your presentation and save room for questions

Any Questions?

Sources

- The Dummies Guide to PowerPoint

- Beyond Bullet Points- Cliff Atkinson

- 11 Commandments for PowerPoint

- Making PowerPoint Presentations

  - Information Technology Services
  - Centre College

- http://cms.westport.k12.ct.us

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