

EFFECTIVE POWERPOINT PRESENTATIONS

In order to make effective PowerPoint presentations, you first need to outline the purpose of the presentation, decide how large your audience is, and then design and deliver the presentation. This article provides seven specific tips on maximizing the design and delivery effectiveness of your PowerPoint slide presentation for your audience.

By studying these seven PowerPoint presentation tips, you will be able to give a presentation that is both focused and visually appealing.

Designing an effective slide presentation

1. **Keep your text concise**

With PowerPoint presentations, use no more than 7-10 lines of text per slide, so that the words don't overpower the slide and confuse the viewer. Phrases and keywords are better than whole sentences, since they are easily digested by the audience. Title slides should be typed in 32-50 fonts and bulleted lists are best read in 20-32 fonts.

2. **Choose the proper slide design**

PowerPoint provides numerous slide templates for you to use, but many are too busy and distracting for a professional presentation. You can design your own slides using a two-tone color pattern, keeping in mind that if you deliver your presentation in a darkened room, you should opt for a dark background with white text, and if delivering a presentation in a lightened room, the background should be white with dark text.

3. **Develop a slide layout and determine the time you spend per slide**

Develop slides that boldly position your title and purpose, that outline your key points with a bulleted list structure, and that compare two sets of information in a column layout. One tip is to spend 45 seconds to 5 minutes per slide since you want to engage your audience and describe your keywords without rushing.

4. **Choose appropriate graphics and sounds**

Use animation to help clarify, contribute or enhance your message. For example, animation can help when words slide in from the left or appear suddenly to make a point.

Delivering an effective slide presentation

5. **Prepare for set-up issues (To avoid technical issues, you should probably bring your own laptop)** Arrive at least 10-15 minutes early to arrange the room, set up the projector, and load your PowerPoint presentation. Check the equipment, and if it doesn't work, use back-up handouts that you prepared in case of an emergency.

6. **Coordinate gestures with your speaking position**

Be careful not to block the audience's view and avoid walking in front of the projection screen. Stand off to the side so you can talk to the audience and see your slides at the same time. If you use a remote mouse, you can change slides without being close to the computer.

7. **Coordinate spoken words with your slides**

Please keep in mind that the slides should only contain keywords and that during your presentation you clearly communicate their importance to your audience. That said, slides shouldn't speak for themselves and they need to be referenced and expanded upon. The slides are your framework, so if you have a bulleted list, you should explain each item in complete sentences and give examples.

If you prepare your PowerPoint presentation and slides well, you will communicate effectively with your audience and your information will make sense to them. Good luck!