Beaumont

Tips for Creating an Effective Presentation

The most common complaints received at CME conferences are that presentation slides were too busy and hard to read and that the presenter had too many slides for the allotted time. The following tips were developed in order to help ensure a successful and effective presentation.

Tip	Details
Make slide backgrounds subtle and keep them consistent.	• Choose an appealing, consistent template or theme that is not too eye-catching. You don't want the background or design to detract from your message.
Use high contrast between background color and text color.	• Preferred style is dark font on white background.
Choose a font style and size that your audience can read from a distance.	• Choosing the right font size and style helps to get your message across. Avoid narrow fonts, such as Arial Narrow, and avoid fonts that include fancy edges, such as Times. • Recommended font is Arial or Calibri
Keep your text simple by using bullet points or short sentences. You want your audience to listen to you present your information, rather than read the screen.	• Simplify and limit the number of words on each slide. • Use key phrases and include only essential information. • Use bullets or short sentences.
Use art to help convey your message, but make sure to cite the source!	• Use graphics to help tell your story. But don't overwhelm your audience by adding too many graphics to a slide. • Use good quality images that will maintain its impact and resolution when projected on a larger screen. • **Make sure to cite any image that is not your original work.**
Make labels for charts and graphs understandable.	• Use only enough text to make label elements in a chart or graph comprehensible.
Limit the number of slides.	• To maintain a clear message and to keep your audience attentive and interested, keep the number of slides in your presentation to a minimum. • **A good rule of thumb is one slide per minute, so for a 30 minute presentation, have 30 slides.**
Practice your delivery.	• Do not read from your slides. The content of your slides is for the audience, not for the presenter. • Do not apologize for anything in your presentation. If you believe something will be hard to read or understand, change it or don't use it.