

TOP TEN PRESENTATION & PRESENTER DO'S & DON'TS

(As of 4/19/2012)

OVERVIEW: This is a broad set of guidelines for PowerPoint presentations & presenters to consider. Use this as a basic reference to improve your skills & better communicate the message verbally & visually. A more comprehensive two-page version is also available on request.

DO:

- Know your audience, cover the topic and focus on issues relevant to them
- Organize your presentation & limit the main points
- Use a simple, attractive and non-distracting slide template & color scheme
- Make slides readable, concise, consistent and with large easy-to-read fonts
- Use a (wireless) microphone and repeat questions so everyone can hear
- Encourage audience interaction & participation - get & keep them involved
- Use graphics, animation and slide transitions appropriately & judiciously
- Document, track and retain attendance & content for the record
- Start & finish on time (2 minutes per slide is a good planning factor)
- Arrive early & stay late - always leave time for on & offline questions

DON'T:

- Cram too much material into a single slide or the overall presentation
- Forget to include relevant case studies and hands-on practical application
- Read a script or your slides to the audience
- Use complete or long sentences on your slides
- Wander around too much, ramble or try to share everything you know
- Speak too fast or softly or stay behind a podium or lectern
- Get off-topic or side-tracked by specific questions or someone else's agenda
- Ignore charts, graphs or illustrations that reinforce the message
- Be afraid to wait for the audience to answer
- Embarrass anyone or violate cultural, local or organizational norms

If you have inputs on this document or would like the expanded two-page edition, contact John Priecko, at 703-895-1110 or jpriecko@comcast.net.