

## **General Guidelines for Effective Presentation**

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1. Strictly stick to the agreed time for the talk. Practice your talk at least 2-3 times to ensure you finish on time. Tip: the number of substantive slides should be approximately between  $N/2$  and  $N$ , where  $N$  is the allocated time in minutes.
2. Know who your audience is and start from a general introduction, which everybody would be able to relate to. Convey why the topic you are presenting is interesting. Tip: write “what your audience should understand from your talk” and make sure that from introduction to conclusion, you follow this map.
3. Use only sans-serif fonts like Arial, Calibri or Helvetica with size greater than 20pt. Keep the font consistent throughout the talk.
4. Keep the colour theme of background, fonts and figures simple (easy on the eye) and consistent throughout the talk e.g. black fonts on white background is a good choice for the slides. Avoid unnecessary shading and animations unless absolutely necessary to convey an idea.
5. There should be no unexplained pictures or content in the slides. Tip: write 2 or 3 ideas you want to convey in a slide. Remove everything else that does not aid you in conveying these ideas. Do not clutter the slide with too much text (write less, speak more).
6. Figures should have a good aspect ratio and axes should be visible. Tip: font in the figures should be comparable to at least 20pt size on your presentation.
7. References/citations should be clearly mentioned within the particular slide where you are using/displaying the information. You have to give credit to all sources; otherwise you are wrongly (and illegally!) claiming it as your own work (plagiarism).
8. Simplify your explanations. It is much more important to be understood by your audience than to be perceived as if you are very intelligent or knowledgeable.
9. Pick a pace. Each word has to be spoken fully and clearly. Tip: Practice several times before the D-Day. Do not rush through the talk.
10. If necessary, grab a stick or a pointer to guide your audience within a slide. Do not swivel the laser pointer too much or accidentally point it towards the audience.
11. Speak loudly. Make sure that you are heard. Tip: ask the audience if they can hear you.
12. Finally, practice as much as you can! That is the only way to improve your presentation skills and effective communication in general.