Tips for Designing Your Presentation

Prepare and practice

- Give yourself enough time to prepare and practice for each important presentation.
- Practice your presentation a few times so that you are comfortable with the flow of the presentation as well as the content.
- Have friends or family watch a practice session and have them ask questions—it is important you are very familiar with your content.
- Time your practice sessions to see how long the presentation takes.
    - It is important to stay within any time limits that have been given and not take up too much time.
    - Make sure that you are not speaking too quickly.

Be clear about who your audience is and what action you want them to take

- Understand the needs and interests of each specific audience.
- Be clear about what action you want the audience to take as a result of your presentation.
- Focus your presentation on what will best persuade the audience to take that action.

Limit the amount of content to one key point on each slide

- Presentation materials include three parts—slides, speaker notes, and handouts.
    - Slides contain the least content; speaker notes include more extensive bullet points that remind you of what to say; handouts include full text.
    - Don't try to include enough content on the slides to have them serve as handouts or speaker notes.
    - Practice your presentation so that you don't need to rely on the slides to remind you of what to say.
- Include just one key idea on each slide.
- Use fonts and text sizes that will be easy to read from the back of the room.
- Use your spoken words to fill in the details. Leave behind a handout that provides additional details.

Use graphics that convey the key point on the slide

- Don't clutter slides with graphics that don't effectively illustrate the key point.
- Don't use boring stock clipart.
- Consider using high-quality stock photos (commercial or Creative Commons) that illustrate your point and display them large on the slide.
- Use color combinations that are attractive and make your presentation easy to read.
- Use charts and graphics that clearly convey the main point and don't just clutter or complicate the slide.
- Use bullet points sparingly.
- Use transitions and animations sparingly.

Craft the look of your presentation to convey your business's brand message

- Don't use a standard, stock presentation template.
- Create or modify a template to include backgrounds, colors, fonts, and images that reflect your brand.
- Feature your company name, logo, and tagline, but don't create clutter by including them on every slide.