1. Text, Text, Text

Try not to make your slides too word heavy. The majority of information and content should be coming from your voice, not from the slides. This will also help you to avoid simply reading off the slides as you present. Instead, try replacing words, phrases, and ideas with images.

2. Pick a design

This will help to ensure that your presentation has a uniform look to it. Pick one that has colours and fonts that are clear and easy to read for the audience. Most slide deck software have a range of ready made templates that you can choose from, but if you're feeling creative then you can always make your own.

3. Use images to illustrate your points

Images are far more engaging than text and will help to keep your audience engaged with the content. Ensure that images are relevant to what you're speaking about and try to use images that are high quality so that they do not look pixelated. Ensure that visuals are large enough for those at the back to see.

4. Text Placement

When possible, place text near the top of the slide so that those at the back are able to see it. Again, ensure sizing and font are large enough for those at the back to see it clearly.

5. Leave room for additional insights

Do not plan to just repeat what is already on the slide. Words and images should trigger what you're going to say, and act as a reinforcement for the information you're conveying.

6. Try to avoid bullet points

Instead consider using a photograph or illustration which demonstrates the same idea or information. If you cannot avoid it, then try to limit yourself to 3 short bullets, which will be more engaging than 5-10 long ones

7. To transition, or not to transition…

Go easy on the transition animations. A simple one to take you from one slide to the next without distracting from the content will suffice. Transitions are not massively important but they can add a nice finishing touch.

8. Don't overload your slides

Don't put too many points or ideas on the one slide. Each slide should ideally carry one or two talking points. This should also help to keep the audience engaged. One slide per minute is a good rule of thumb.