


How to Prepare an Effective PowerPoint Presentation



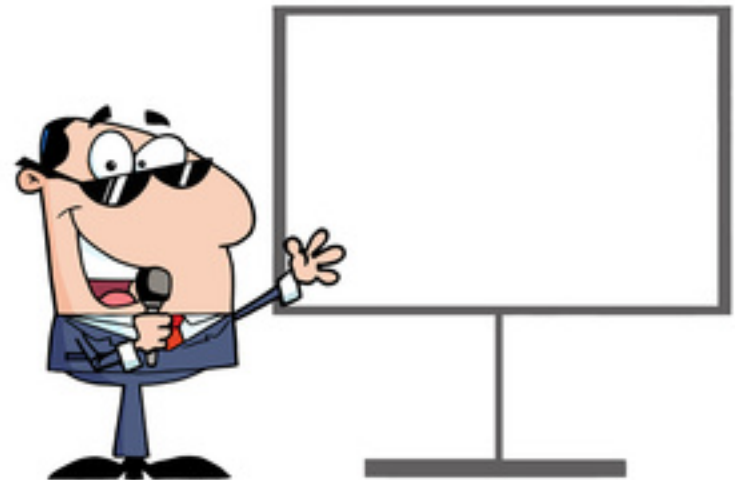


Topics to be Covered

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1. Outline
 2. Slide Structure
 3. Fonts
 4. Color
 5. Background
 6. Graphs
 7. Spelling and Grammar
 8. Conclusions
 9. Questions

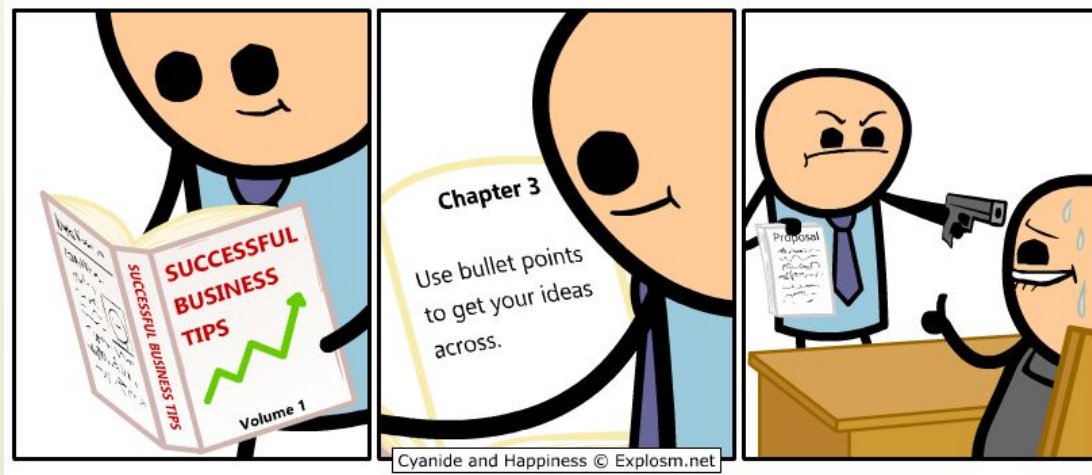
1. Outline

- ? Make your 1st or 2nd slide an outline of your presentation
 - ? Ex: previous slide
- ? Follow the order of your outline for the rest of the presentation
- ? Only place main points on the outline slide
 - ? Ex: Use the titles of each slide as main points




2. Slide Structure – Good

- ? Use 1-2 slides per minute of your presentation
- ? Write in point form, not complete sentences
- ? Include 4-5 points per slide
- ? Avoid wordiness: use key words and phrases





2. Slide Structure - Bad

- 
- ? This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

2. Slide Structure – Good

- ? Show one point at a time:
 - ? Will help audience concentrate on what you are saying
 - ? Will prevent audience from reading ahead
 - ? Will help you keep your presentation focused





2. Slide Structure - Bad

- ? Do not use distracting animation
- ? Do not go overboard with the animation
- ? Be consistent with the animation that you use



3. Fonts - Good

- ? Use at least an 18-point font
- ? Use different size fonts for main points and secondary points
 - ? this font is 24-point, the main point font is 28-point, and the title font is 36-point
- ? Use a standard fonts like:
 - ? Times
 - ? New Roman
 - ? Arial



3. Fonts - Bad

- ? If you use a small font, your audience won't be able to read what you have written
- ? CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
- ? ***Don't use a complicated font***

4. Color - Good



- ? Use a color of font that contrasts sharply with the background
 - ? Ex: blue font on white background
- ? Use color to reinforce the logic of your structure
 - ? Ex: light blue title and dark blue text
- ? Use color to emphasize a point
 - ? But only use this occasionally



4. Colour - Bad

- ? Using a font colour that does not contrast with the background colour is hard to read
- ? Using colour for decoration is **distracting** and **annoying**.
- ? Using a different colour for each point is unnecessary
 - ? Using a different colour for secondary points is also unnecessary
- ? **Trying to be creative can also be bad**



5. Background - Good

- ? Use backgrounds such as this one that are attractive but simple
- ? Use backgrounds which are light
- ? Use the same background consistently throughout your presentation

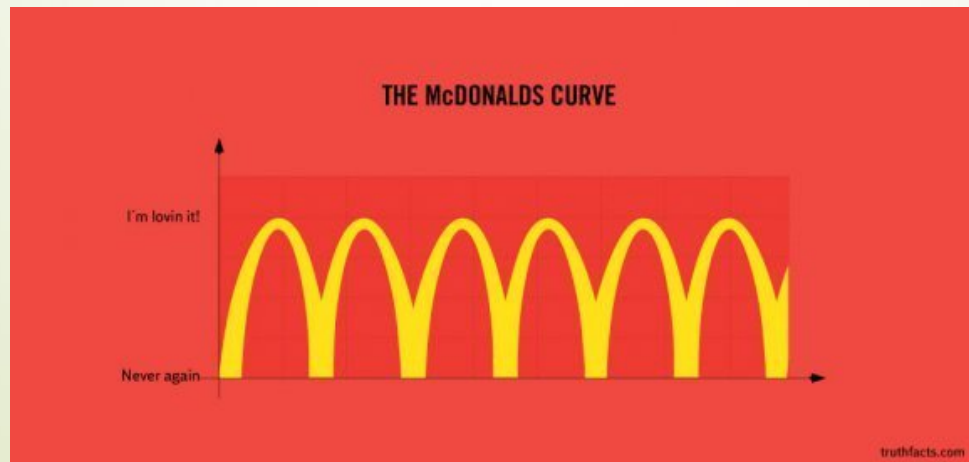
5. Background – Bad

- ? Avoid backgrounds that are distracting or difficult to read from
- ? Always be consistent with the background that you use

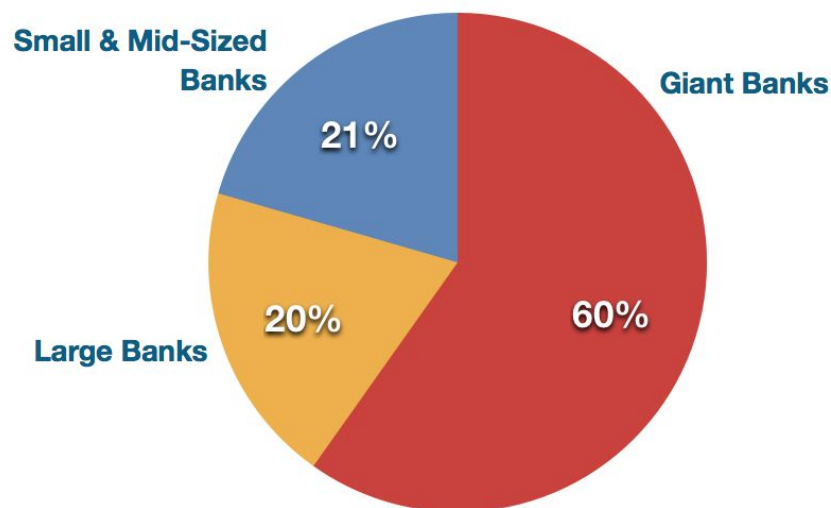


6. Graphs - Good

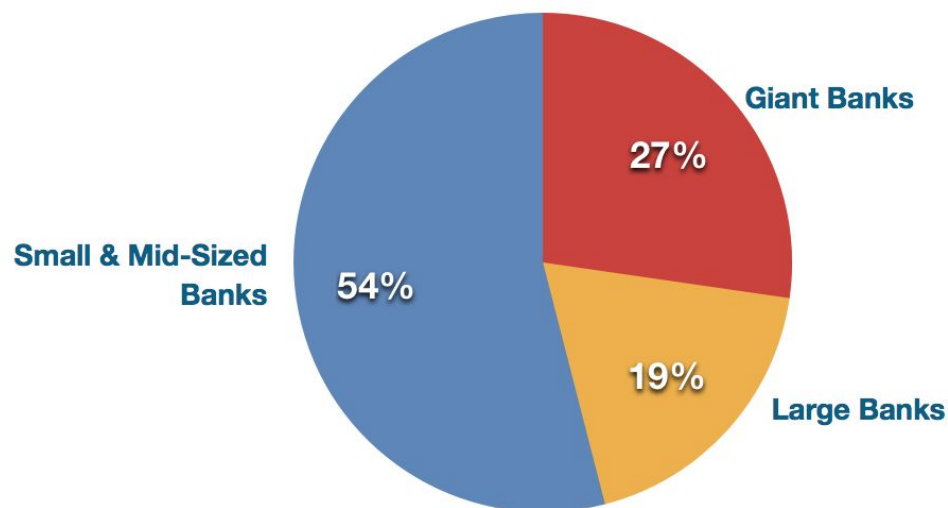
- ? Use graphs rather than just charts and words
 - ? Data in graphs is easier to comprehend & retain
 - ? Trends are easier to visualize in graph form
- ? Always title your graphs



Share of Bank Assets



Share of Small Business Lending



Source: Federal Deposit Insurance Corporation Data, 2nd Quarter 2012

Notes: Small banks are defined as those with \$1 billion in assets or less; mid-sized banks as those between \$1 and \$10 billion in assets; large banks as those with \$10 to \$100 billion in assets; and giant banks as those with more than \$100 billion in assets.

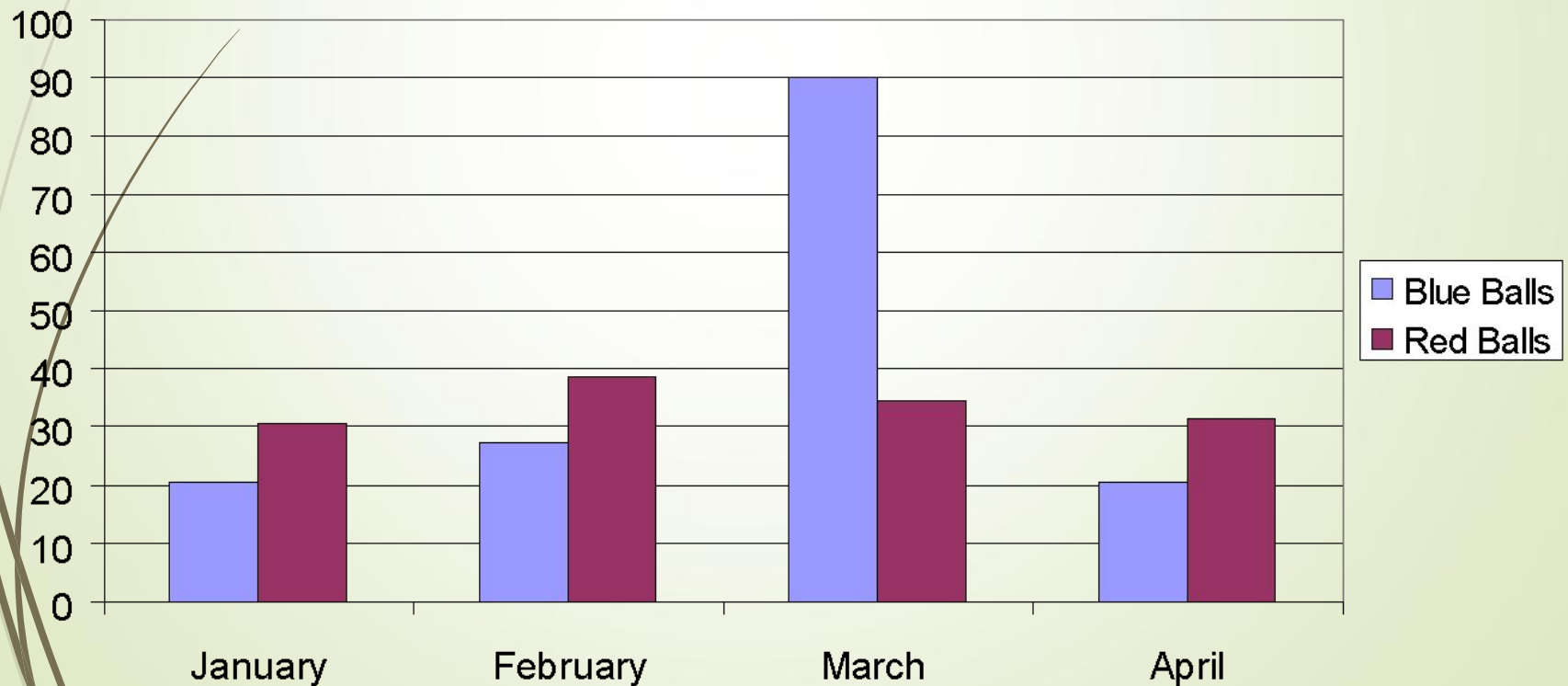


6. Graphs - Bad

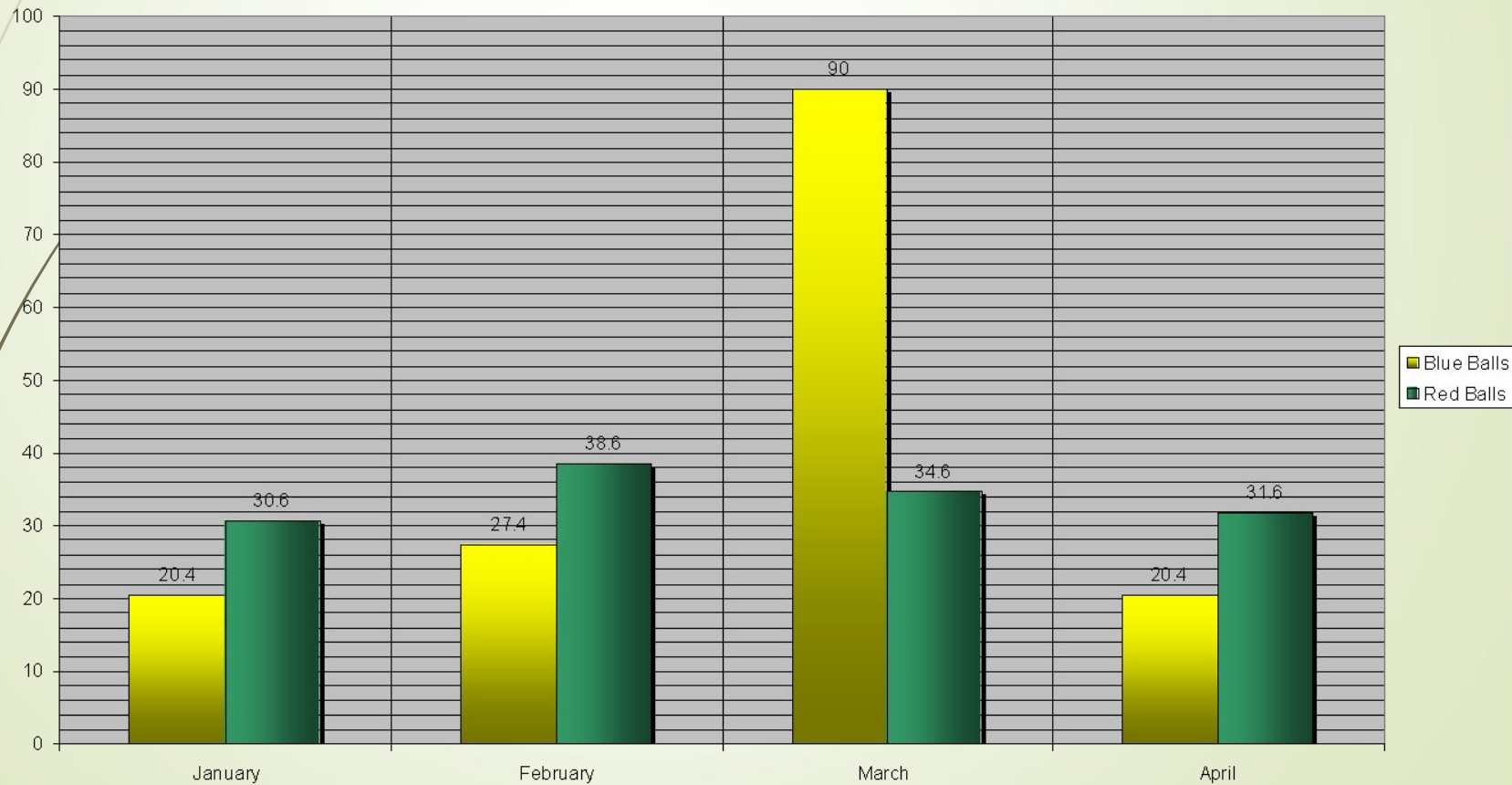
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

6. Graphs - Good

Items Sold in First Quarter of 2002



6. Graphs - Bad



6. Graphs - Bad

- ? Minor gridlines are unnecessary
- ? Font is too small
- ? Colors are illogical
- ? Title is missing
- ? Shading is distracting



7. Spelling and Grammar

- ? Proof your slides for:
 - ? spelling mistakes
 - ? the use of of repeated words
 - ? grammatical errors you might have make
- ? Ask someone to check your presentation!



8. Conclusion



- ? Use an effective and strong closing
 - ? Your audience is likely to remember your last words
- ? Use a conclusion slide to:
 - ? Summarize the main points of your presentation
 - ? Suggest questions for future research

9. Questions??

- End your presentation with a simple question.
 - Invite your audience to ask questions
 - Provide a visual aid during question period
 - Avoid ending a presentation abruptly



