Presenting with PowerPoint

PowerPoint, as we all know, is a fast and effective way to provide a professional looking visual aid to your presentation. When you use visual aids, audiences are more likely to follow along during the presentation and, more likely to remember your message after they leave the room. Keep the following tips in mind as you prepare your slide show:

Ask yourself: Do I need to use PowerPoint?
- You can often make an effective presentation without adding unnecessary visuals. Make sure that the slide show will increase the audience’s knowledge before you make the decision to use PowerPoint.
- You should be able to add to the content of the slides, if all you are doing is reading them then we don’t need you!

Use a limited amount of information on each slide.
- Try to keep the slides easy to read by reducing the amount of information on each slide and sticking to keywords when possible.
- Don’t overuse clip art and other images. These can add to the slide, but they can also make the slides more difficult to read and possibly distract the audience.
- A good rule to follow is the 6x6 rule, which means having no more than about 6 words across the slide and no more than 6 lines on each slide.

Make it clear enough to see in the back of the room.
- Use large, readable fonts and clear images.
- Practice the presentation and walk to the back of the room to see if you can read it. If you can’t read it, others probably won’t be able to either!

Choose the right colors and backgrounds.
- You should be concerned about the audience’s ability to read the material first and foremost; creativity can come after that.
- Keep in mind that when the slideshow is projected, the colors will become much more muted. The projected slideshow rarely looks the same as what you see on your computer screen.
- Use warm colors (yellow, orange, red) to highlight text or objects. Background colors including blues, greens, and neutrals work best.
- Make sure the background is not too “busy.” Keep it simple! Never use a picture as a background if you are going to have text on the slide.
- Contrast the text and the background colors so it is easy to see and read.

Avoid excessive animation and sound effects.
- Both can become distracting, so use efficiently.
- Stick to “fade” or “appear” under animations.
- Animations should be used on text-heavy slides to prevent your audience from reading ahead.
Practice your presentation with PowerPoint.

- You need to be comfortable with the equipment and the software.
- You also need to keep in mind that PowerPoint adds time to your presentation. Plan to practice with the equipment at least a day before the presentation and multiple times.
- Your presentation might also look different on other computers. Try to check the presentation in the room where you will speak at least a day ahead of time when possible.

During the presentation, talk to your audience—not the screen.

- Check the slide on the computer monitor and then return to making eye contact with the audience.
- Try to move away from the computer before you click to the next slide.
- Keep your body posture as open as possible to audience.
- Remember—it’s a speech, not a slide show. Make sure that you are still focused on speaking to the audience.

Always have a backup plan.

- You should plan on technological failure. You never know when the computer will crash, the LCD projector will go out, the computer won’t read your thumb drive, etc.
- Make sure that you have clear notes that you can use for your presentation.
- You might also consider printing the slides in case you need to do last minute copies for the audience.

For more information, check A Speaker’s Guidebook, by O’Hair, Stewart, and Rubenstein (located in the Speaking Center).