



Brief Guidelines for Developing a PowerPoint Presentation

These guidelines are intended to help speakers create clear, engaging, and professional presentations that support their message and keep the audience focused on the key takeaways.

Start with Purpose and Audience

- Define the main objective of the presentation before building slides.
- Identify what the audience already knows and what they need to learn.
- Focus on two to four core messages that listeners should remember.

Organize Content Clearly

- Use a simple structure: opening, key points, and conclusion.
- Present ideas in a logical sequence so each slide builds on the one before it.
- Keep each slide focused on one idea whenever possible.

Design Slides for Readability

- Use large, readable fonts and consistent formatting throughout the deck, such as Arial or Calibri.
- In our conference setting, the ultimate goal is readability from the back row.
- A good rule of thumb is:
 - Title font: 36-44 pt
 - Body text: 28-32 pt
- For color:
 - Use dark text on a light background or light text on a dark background
 - Prioritize high contrast, such as:
 - Black or dark gray text on white/light backgrounds
 - White text on dark blue/charcoal backgrounds
- Limit your palette to 2–3 main colors.
- Limit text so slides support the speaker instead of replacing the speaker.
 - The "6x6" Rule: Keep slides simple by using no more than six lines per slide and six words per line.
- Use visuals, charts, and diagrams only when they clarify a point.

Prepare for Effective Delivery

- Check for spelling, grammar, and formatting consistency.
- Confirm that visuals are accurate, current, and easy to understand.
- Practice aloud to improve timing, flow, and confidence.
- Avoid reading directly from the slides.
- Speak clearly, pause between major points, and emphasize key messages.
- Prepare backup notes or a simplified version in case of technical issues.