



## HOW TO DESIGN AN EFFECTIVE PRESENTATION

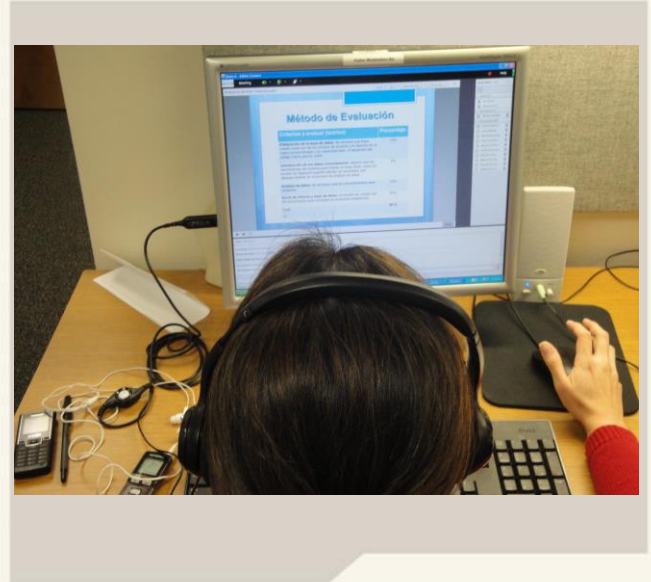
To design a good presentation begin with a clear plan and convey your message in a clear and concise way. Make it simple. An effective presentation is much more than choosing a design and adding a few pictures. How your audience receives your message depends on how well you plan, prepare, and present it.

### PLAN CAREFULLY

The way you structure your presentation is the most important step you can take. Start by examining what you want to achieve.

- Specify the points to make.
- Provide evidence to support these points.
- Be clear about the actions for the audience to take.

If you have several points to make, do not overload them all on a single slide. Use separate slides.



### PREPARATION GUIDELINES

Please make the following modifications to your PowerPoint presentation in order to meet the various legal and web publishing requirements.

- Title slide - Include full presentation title, name, degrees, position title, institution, and date.
- Slide design - Try to avoid overloading data on a single slide.
- Slide background - Use a solid or simple gradient background. It is recommended not to use a background for the Web conferences. Limited bandwidth and high latency can reduce the usability of the Web conferences.
- Fonts - Text and other foreground information should contrast well with the background. Light on dark is generally preferable. Use a standard font such as Arial, Tahoma, or Times New Roman with a size of 16 point or larger.
- Copyright – “Fair Use” laws generally permit the usage of a limited amount of another person’s work so long as it is properly credited on the slide. Include author, name of publication, and year of publication for each chart, diagram, and graphic that you did not create. Refrain from using cartoons and other commercial images.
- HIPAA – Never use patient registration numbers, social security numbers, or patient initials. Remove all patient identifiers from diagnostic images, charts, or other data. Patient images are acceptable only if no identifiable features are visible. Remember that it is inappropriate to audibly mention any patient identifiers during your presentation. These restrictions extend to a patient’s family members.

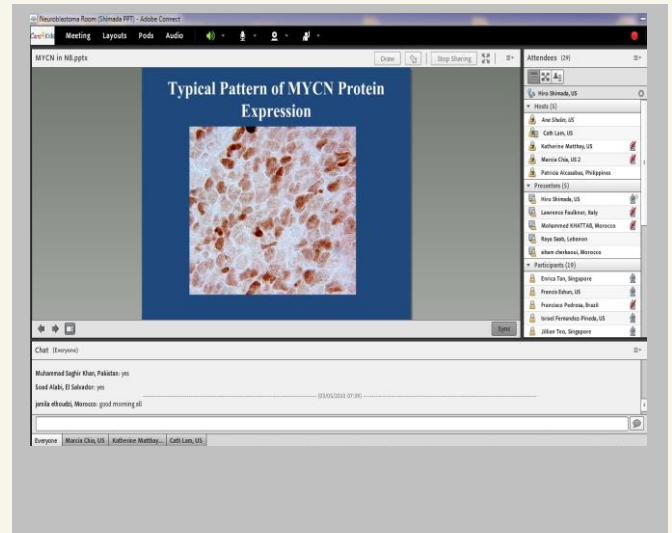
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## PREPARATION GUIDELINES CONT.

- Label each slide title with a different name. If the title label is the same, then label it with a number. Example: Laboratory 1, Laboratory 2.
- Name the presentation using the date that the meeting occurs: Ex: 9\_10\_07\_AML.ppt.
- Make sure that the PowerPoint file name does not contain spaces, punctuation, and unusual characters such as ( . , / \* + % > ).
- The presentation should be no more than 3 MB. If it is bigger than 3MB, it will take more time to load to the Adobe Connect server. If it has a lot of pictures, reduce the resolution and save the pictures as JPEG or as JPG, PNG, or GIF. Individual pictures should not exceed more than 150 kb.
- Communicate visually: To be engaging, online presentations should ideally clearly show the subject matter. Include screen shots, pictures, diagrams, tables, models, and other meaningful graphics.

## PRACTICE/REVIEW

Review the end product before you post it for others to see. Check to make sure it works correctly, and that the content is clear, accurate, and the grammar is correct.



## PERFORM AND PRESENT WITH POISE

- The final step is to deliver it to the audience in a way that gets their attention and engages them the entire presentation time.
- Upload the presentation to the Cure4Kids Group area and Web Conference tool (Adobe Connect) server one day in advance. For instructions see [Presenter's guide to the Cure4Kids Web conferencing tool \(Adobe Connect\)](#).
- Audio is critical. Make sure **you do not connect wireless and have a good microphone**.
- Speak into the microphone from about 30 cm away.
- Clarity: Use clear and simple language and try not to say many um's and uh's.
- When presenting via Web conference, allow a couple of seconds when advancing the slides, so everyone can see them.
- Emphasize key points verbally or by using mark-up tools.
- Leave time for questions and feedback.

For assistance with the Cure4Kids Live Meetings, please contact: [help@cure4kids.org](mailto:help@cure4kids.org)