TOP TEN PRESENTATION & PRESENTER DO’S & DON’TS
(As of 4/19/2012)

OVERVIEW: This is a broad set of guidelines for PowerPoint presentations & presenters to consider. Use this as a basic reference to improve your skills & better communicate the message verbally & visually. A more comprehensive two-page version is also available on request.

DO:

• Know your audience, cover the topic and focus on issues relevant to them
• Organize your presentation & limit the main points
• Use a simple, attractive and non-distracting slide template & color scheme
• Make slides readable, concise, consistent and with large easy-to-read fonts
• Use a (wireless) microphone and repeat questions so everyone can hear
• Encourage audience interaction & participation - get & keep them involved
• Use graphics, animation and slide transitions appropriately & judiciously
• Document, track and retain attendance & content for the record
• Start & finish on time (2 minutes per slide is a good planning factor)
• Arrive early & stay late - always leave time for on & offline questions

DON’T:

• Cram too much material into a single slide or the overall presentation
• Forget to include relevant case studies and hands-on practical application
• Read a script or your slides to the audience
• Use complete or long sentences on your slides
• Wander around too much, ramble or try to share everything you know
• Speak too fast or softly or stay behind a podium or lectern
• Get off-topic or side-tracked by specific questions or someone else’s agenda
• Ignore charts, graphs or illustrations that reinforce the message
• Be afraid to wait for the audience to answer
• Embarrass anyone or violate cultural, local or organizational norms

If you have inputs on this document or would like the expanded two-page edition, contact John Priecko, at 703-895-1110 or jpikeo@comcast.net.