



4.1 Presentation Tools: PowerPoint

Introduction and Do's and Don'ts

Structure of the PowerPoint Module of GovTalk

4. Presentation Tools: PowerPoint

4.1 Introduction

4.2 Quick Reference: Basic Deck

4.3 Quick Reference: Do's * Don'ts

4.4 Quick Reference: Briefing Deck

4.5 Quick Reference: Public Presentation Deck

4.6 Cabinet Submission: Good and Bad

The use of PowerPoint presentations in government is pervasive. What follows is a series of guides about how to use PowerPoint effectively in the government context. As will be seen, many misuses of PowerPoint can create problems for the presenter. However, when used properly, they are very useful in conveying information, summarizing key messages, and guiding the discussion towards decision. They also serve as a form of summary briefing on issues, something that a busy decision-maker can use to get the gist

involved in requires a step-by-step review of detailed information. In this instance, the PowerPoint might provide a discussion guide or outline the steps to be taken.

Aside from the uses above that suggest when not to use PowerPoint, here are some other EM(no)3owe

Do your research.

Know your audience.

Time your presentation.

Check the spelling and grammar.

Select a single sans-serif fonts such as Arial or Helvetica. Avoid serif fonts such as Times New Roman or Palatino because these fonts are sometimes more difficult to read.

- Use no font size smaller than 24 point.

- Use the same font for all your headlines.

- Select a font for body copy and another for headlines.

- Use bold and different sizes of those fonts for captions and subheadings.

- Add a fourth font for page numbers or as a secondary body font for sidebars.

Keep the background consistent and subtle.

Limit the number of transitions used. It is often better to use only one so the audience knows what to expect.

Use a single style of dingbat for bullets throughout the page.

Use the same graphical rule at the top of all pages in a multi-page document.

Use one or two large images rather than several small images.

Prioritize images instead of a barrage of images for competing attention.

Make images all the same size.

Use the same border.

Use only enough text when using charts or graphical images to explain the chart or graph and clearly label the image.

Keep the design clean and uncluttered. Leave empty space around the text and graphical images.

Use quality clipart and use it sparingly. A graphical image should relate to and enhance the topic of the slide. No stick people!

Try to use the same style graphical image throughout the presentation (e.g

- Never read the slide, look at it or turn away from audience
- Link to comments of your introducer, especially if it is your boss. "As Dora just said, we are seeking direction today based on some recommendations that I will be presenting in summary form and found in our submission in detail."

Do's & Don'ts

- Check grammar! A presentation is the worst time to see misspellings.
- Don't make too many slides... avoid the "slide rush"

If sound effects are used, wait until the sound has finished to speak.

If the content is complex, print the slides so the audience can take notes.

Do not turn your back on the audience. Try to position the monitor so you can speak from it.