

## Creating presentations - dos and don'ts

Here are some practical tips to make your presentation professional and engaging.



### **Do decide a key message before you start**

Make a decision on the overall key message, and three or four key points that you'd like the audience to take away. This way, you can weave it into the presentation to make it clear throughout.



### **Don't use the visuals to 'write' your presentation**

It's a good idea to write out your script, speech bullets or cue cards before you start the visual element. This helps to make sure the visual aid supports what you're saying as the presenter, but doesn't tell the whole story.



### **Do use images**

After all, the purpose of the presentation is to be a visual aid to what you're telling the audience. Stick to one image per page where possible.



### **Don't use lots of text.**

Full sentences or more than three bullet points are too much text because the majority of people can't read and listen at the same time. Some of the leading tech firms have rules such as 'no more than three words per slide'.



### **Do use the animation tool to break down information**

If you need to display data or more than one piece of information on a slide, use the animations to make them appear on screen as you're talking about them.



### **Don't over-do it with the animations and transitions**

The animations and transitions should only be used to help your audience understand your message, not to distract them. So use them carefully!



### **Do only display data that's absolutely necessary**

There's only so much information that the audience will be able to take in. Keep your data and information as simple as possible and focused on your key message.



### **Don't be afraid to turn the presentation off at times**

Rather than putting an image or text on screen that's irrelevant, you can always blank the presentation to put the focus back on to you as the speaker.



### **Do use colour**

Where possible, use brand colours for the organisation you're presenting to. Keep the colours fairly simple and use them smartly to emphasise certain points.



### **Don't forget to practise!**

Practise using your visuals alongside your verbal presentation. If the presentation is virtual, practise with a friend so you can check how it appears on your screen and get some feedback from the audience's perspective.



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