

## How to Give a Good Presentation - Joe Conlon

- a) Components
  - i) Suitable preparation
  - ii) Goal - communication
  - iii) Practice practice practice
- b) Presenting is marketing
- c) Know your audience
- d) Colors
  - i) Cool colors as background
  - ii) Warm colors for text
  - iii) Don't use reds
- e) Fonts
  - i) Do not capitalize text except as an emphasis
  - ii) Avoid shading
  - iii) Use simple fonts
  - iv) Make things big enough to read at a distance
    - (1) Text 24-28
    - (2) Title larger and bold
  - v) Bullets
    - (1) Mid-size
    - (2) Simple
    - (3) Close to text
- f) Use 25 words or less on slide
  - i) Important info at top
  - ii) One key message per slide
  - iii) 3 supporting points per message
  - iv) ~6 words per bullet
- g) Tables
  - i) Keep it simple
  - ii) Make it self-explanatory
  - iii) Keep it relevant
- h) Graphics
  - i) Keep it simple
  - ii) Make it self-explanatory
  - iii) Keep it relevant
- i) Do not use animation
- j) Minimize laser use
- k) Proof read for spelling and grammar
- l) Demeanor and attire
  - i) Dress appropriately
  - ii) Don't apologize for nervousness or mistakes
  - iii) Be polite but firm to hecklers
  - iv) Arrive early and be prepared
- m) Pacing is important
- n) Do not go over time

- o) Time wasters
  - i) Testing protocols - keep it simple
  - ii) Get rid of extraneous info
  - iii) Tag teaming speakers for a presentation should be avoided
  - iv) Avoid lengthy acknowledgement a
- p) Communicate to the audience
  - i) Scan the audience
  - ii) Speak to the audience
  - iii) Don't describe your slides
  - iv) Don't ever have to make excuses for your slides or your talk
- q) In conclusion
  - i) Summarize
  - ii) Emphasize
  - iii) Takeaway points