PRESENTATION/MEETING CONTENT

DO'S AND DON'TS

PRESENTATION/MEETING CONTENT CHECKLIST

Microsoft PowerPoint has dominated the presentation "slideshow" market, making it easy for speakers to display words and images for their audience. Often, it is too easy, leading to a profound lack of communication. Many of the best practice guidelines for avoiding "death-by-PowerPoint" are applicable to virtual events. Here are some important dos and don'ts:

DO	DON'T
Consider presenting without slides, relying solely on voice and video	Distribute copies of presentations, either during the event or beforehand.
Limit the number of slides, the number of words per slide, and the time spent on each slide.	Read from the slides verbatim—ever!
Use images instead of text wherever possible.	Present entire paragraphs or long text sentences unless it's unavoidable and spread over multiple slides.
Display data as a meaningful graphic wherever possible.	Use clip or stock art.
Limit each slide to a single concept, even if that means only one line of text.	Use elaborate transition or motion effects unless they are absolutely essential to convey meaning.
Use recorded video with caution. Always make sure the platform supports video playback. Try to keep videos under three minutes in length. If you have a longer video, you might need to host it through a link	Use animation or video for its own sake or simply as a diversion.
Include key concepts on-screen during discussion or Q&A portions of the event.	Use built-in templates; create your own.
	Pad the presentation with detailed "about the speaker" or "about the company" slides.