

## Presenter Guidelines

- Please prepare PowerPoint slides for your presentation and send them to Julie Herzog, Julie.herzog@cofmr.org by Monday 9<sup>th</sup>. If you wish to distribute a hand-out, you must print it and bring it with you.
- Your PowerPoint slides will be pre-loaded on a laptop in the room where you will present. The room will have a standard audio-visual set-up, including a laptop, large projection screen, LCD projector, and slide advancer.
- All oral presentations will last 15 minutes with 5 minutes for Questions and Answers (Q&A). Each concurrent session of oral presentations will include one-two presentations. A member of the Research Forum Planning Committee will serve as a moderator for the session by introducing both presenters, serving as a timekeeper, and facilitating the Q&A period. Both presenters and the moderator can decide whether to have one 10-minute Q&A period after both presentations or to have 5 minutes of Q&A after each presentation.

## Suggestions for a Successful Conference Presentation, *Adapted from the Society of Teachers of Family Medicine*

**Know your audience:** One of the fastest ways to lose an audience is to begin talking above or below their level of knowledge or outside their job descriptions. The audience will probably only remember three things. So, **pick three things**, illustrate them, and repeat them. Skilled presenters take raw information and manipulate it into a package that fits a given time frame while ensuring audience members absorb and understand the major points. A PowerPoint presentation is designed to **support a talk, not duplicate it**.

The “**Three Most Wanted**” factors for a presentation:

- Interaction\*
- Clarity
- Enthusiasm

The “**Fatal Five**” problematic factors for presentations:

1. *Reading the slides*
2. *Too much of everything. Too many slides, too much info, too much data, too much talking, etc.*
3. *Lack of interaction with the audience\**
4. *Lifeless presenters*
5. *Room/Technical problems with no backup plan*

*\*Since your presentation will only be 15 minutes, it's fine to limit audience interaction to the 5-minute Question & Answer period at the end. You may want to practice your presentation with a colleague and have them ask you questions for you to practice answering.*

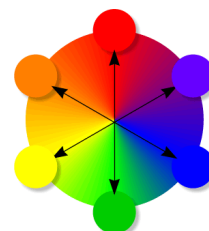
## Evidence-Based PowerPoint Tips

Summary of presentation *Using Neuropsychology for Effective PowerPoint Presentations* by Aaron Michelfelder, M.D., FAAFP, FAAMA. [Dr. Michelfelder's reference:](#) Kosslyn, SM. *Clear and to the Point: 8 Psychological Principles for Compelling PowerPoint Presentations*. Oxford University Press. New York, 2007

### **Specific PowerPoint Tips:**

Background should be simple

- Use a light background with dark letters when presenting in a light room
- Use complementary colors on the color wheel (colors that are opposite each other on the color wheel for high discrimination)
- Use cooler color as the background, warmer color for the content



The Complementary Colors (opposites)

Font choice: use Arial or Calibri at least 28 points

- Serif fonts, like Times New Roman, are good for printed handouts because they
- promote reading large areas of text close to reader
- Non-serif fonts, like Arial, are best for presentations because they are simple and thicker, so they project better for reading from a distance

#### Graphs & Images

- Audience typically prefers graphs over tables
- Graphs should use complementary colors next to each other for contrast
- Audience typically prefers photos over clip art

#### Animation & Sounds

- Use animation sparingly only to emphasize certain points
- Use sounds sparingly only to emphasize certain points or for video clips

#### Content: 8 x 8 rule

- More than 8 lines of text with more than 8-10 words/line distracts from presenter and leads to audience fatigue
- Audience should be able to read entire slide in about 8 seconds on a slide otherwise they focus more on the slide and less on the presenter
- No more than one slide every minute
- Avoid PowerPoint Karaoke: content on the slide is to guide presenter what to talk about; when delivering content, you should not be reading the slide word by word, so do not type on the slide what you plan to say