Suggestions for Building an Effective PowerPoint Presentation

1. Know your audience, and match your messages to that audience.

2. Write and complete your presentation before working on PowerPoint.

3. Three-part Message Strategy: Build a concise intro with clear messages, avoid a data dump and finish strong. What audiences hear last, they remember first.

4. Vary the information: text slides, charts and graphs, photography/artwork and video. Think about your options for sharing information and use the best diagram to display your data.

5. Visuals are important because they state data in a concise, digestible manner; add interest, variety and impact; increase audience comprehension and retention; and provide a lasting image.

6. Make sure you're using the BEST diagram to display your data. When building data slides, make sure the slide has an appropriate title, provides a clear indication of data, has clearly labeled units, a legends for colors and symbols and a source for the data.

7. Text Slides are a road map for the audience, enhance understanding and retention and provide visual emphasis. Slides are not scripts.

8. Practice individually and as a group. When working with a group, practice transitions.

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