

# PowerPoint Guidance from Microsoft.com

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## Tips for creating an effective presentation

Tip	Details
Minimize the number of slides.	To maintain a clear message and to keep your audience attentive and interested, keep the number of slides in your presentation to a minimum. The industry standard is each slide should contain approximately 2-4 minutes of speaking.
Keep your text simple by using bullet points or short sentences.	<ul style="list-style-type: none"><li>▪ Use bullets or short sentences, and try to keep each to one line; that is, without text wrapping.</li><li>▪ You want your audience to listen to you present your information, rather than read the screen.</li><li>▪ Some projectors crop slides at the edges, so long sentences may be cropped.</li><li>▪ You can remove articles such as "a" and "the" to help reduce the word count on a line.</li></ul>
Use art to help convey your message.	Use graphics to help tell your story. Don't overwhelm your audience by adding too many graphics to a slide, however.
Check the spelling and grammar.	To earn and maintain the respect of your audience, always check the spelling and grammar in your presentation.

## Tips for delivering an effective presentation

Tip	Details
Show up early and verify that your equipment works properly.	Make sure that all equipment is connected and running.
Do not read the presentation.	Practice the presentation so that you can speak from bullet points. The text should be a cue for the presenter rather than the full message for the audience.
Stay on time.	If you plan a certain amount of time for your presentation, do not go over. If there is no time limit, take less time rather than more to ensure that people stay engaged.
Monitor your audience's behavior.	Each time that you deliver a presentation, monitor your audience's behavior. If you observe people focusing on your slides, the slides may contain too much data or be confusing or distracting in some other way. Use the information you learn each time to improve your future presentations.