Preparing and Delivering Successful Presentations

After years of reading attendee evaluations we've learned the reasons why one presentation can be a hit while another will fizzle. Read on for tips to receive rave reviews.

General Information

- Know your audience and make sure to present the material as described in the marketing materials.

- CHA will review speaker presentations for content.

- CHA will also proofread your presentation; other than to correct for spelling, grammar or style inconsistencies, and to define acronyms; we will not change the content of your presentation without your approval.

- You may use the CHA PowerPoint template to compose your presentation.

- Your presentation will be pre-loaded and tested on the laptop.

- Attendees receive a copy of all presentations along with additional handouts provided by the speakers.

- If your files are too large to email, please upload to our Dropbox site.

Preparing your PowerPoint

Number of slides
- Prepare one slide for every one to two minutes of your presentation.

Readability
- Limit the amount of text on a slide to key points, not complete sentences.

- Make text large enough to be readable (break slides with a large amount of text into two slides).

- Charts and graphs (if any) should also be readable from a distance.

- Limit the use of color and only use color that will print properly for handouts — Do NOT use yellow.

Acronyms
- Define all acronyms upon first usage. Do not assume the attendees know what the acronym means — this can cause confusion and diminish learning.

Art and Animation
- Keep animation and images/art to a minimum; a certain amount of art adds interest, but too much is distracting.

- The use of inappropriate graphics, clip art or comics is not permitted — CHA reserves the right to edit artwork deemed inappropriate.

- Do not include photos and material that are copyright protected.

PowerPoint Delivery Tips

- Avoid legalese or technical jargon — the audience came to learn and can get confused by too many acronyms or legal theory/analysis.

- Deliver presentation to the audience — don't read the slides.

- Engage the audience — ask questions or share an occasional story to illustrate a slide's point.

- Repeat audience questions before answering.

- Stay on time — practice your presentation in advance to check your timing.

- If you find that you are running behind, avoid making statements like "I was going to cover this, but I don't have time." Such statements only leave audiences feeling they missed something.

- Hold questions to the end of the session or at designated breaks.

- Relax and have fun!