

PowerPoint Presentations in Council Chambers

Detailed Guidelines

1. Logistics for a Podium Presentation in the Council Chambers

- Determine agenda setting deadline date.
- Contact the appropriate Committee Coordinator.
- Produce your PowerPoint and handouts in advance of the agenda setting deadline for your department's home council committee.
- Provide a hard copy of the presentation to the Committee Coordinator.
 - Claims Peggy Menshek 673-2287
 - Committee of the Whole (COW) Anissa Hollingshead 673-2296
 - Community Development (CD) Irene Kasper 673-2219
 - Elections Anne Roth 673-3130
 - Executive Committee Anne Roth 673-3130
 - Health Energy and Environment (HEE) Jackie Hanson 673-2046
 - Intergovernmental Relations (IGR) Irene Kasper 673-2219
 - Public Safety and Regulatory Services Jackie Hanson 673-2046
 - Rules Peggy Menshek 673-2287
 - Taxes Peggy Menshek 673-2287
 - Transportation & Public Works (T&PW) Peggy Menshek 673-2287
 - Ways & Means/Budget (W&M/Budget) Anne Roth 673-3130
 - Zoning and Planning (Z&P) Anissa Hollingshead 673-2296
- Contact Cable & Multimedia Services at 673-2234 prior to the presentation date to determine which technician will be running the meeting to help coordinate your setup.
- There is no need to bring your lap-top computer the Council Chambers has a PC available for your presentation.
- City employees - save your presentation to your city assigned home drive.
- Log in as you would in your office and locate your presentation.
- Public presenters – bring your presentation on a flash drive and/or a CD backup – Use the public user name “CCPUBLIC” and password “\$CCPUBLIC” – the domain is “MCH0317CC0128”.
- Run your presentation in play mode – consult with Cable & Multimedia Services Services.
- Council Displays and home TVs have about ¼ of the resolution that is on the computer screen – smaller than 28 font on a slide won't be readable.
- White font on a black or blue neutral background is easiest to see on screen.
- Cable & Multimedia Services changes images frequently on the large TV screen to keep the audience interested.
- The Council Members see exactly what is on your screen.
- Stand where feet are at the podium so your voice is heard by microphone.

2. Preparing Your Talk

Preparing a talk usually takes much longer than anticipated – allow enough time.

- Write a clear statement of the issue and its importance.
- Collect related material.
- Talk in a logical sequence – keep it simple.
- Stick to the key concepts – don't present unnecessary details.
- If you are making a series of points, organize them from the most to the least important. The less important points can be skipped if you run short of time.
- Keep your sentences short, about 10-20 words each is ideal. This is the way people usually talk.
- Strive for clarity. Are these the best words for making your point? Are they unambiguous? Are you using unfamiliar jargon or acronyms?

3. Preparing Your Slides

Presentation Design Recommendations

- Don't overload your slides with too much text or data.
- **Utilize pictures or graphics.**
- FOCUS. In general, using a few powerful slides is the goal.
- Type key words in the PowerPoint Notes area listing what to say when displaying the slide. The notes are printable.
- Number your slides and give them a title.
- Use the "summary slide" feature in slide sorter view to prepare an Agenda or Table of Contents slide.
- Prepare a City or department logo slide for your presentation.
- You can add a logo and other graphics to every slide using the slide master feature.
- Proofread everything, including visuals and numbers.
- Keep "like" topics together
- Strive for similar line lengths for text.

See also 6. PowerPoint Presentations: It's as easy as 10/20/30 approach

Visual elements

- Use contrast: light on dark or dark on light.
- Graphics should make a key concept clear.
- Place your graphics in a similar location within each screen.
- The drawing toolbar is useful, but don't overdo it, you can:
 - Insert clip art
 - Insert pictures
 - Use Word Art
 - Use text boxes
 - Insert charts and diagrams
 - Insert arrows, banners, and thought balloons.
- To temporarily clear the screen press W or B during the presentation. Press Enter to resume the presentation.

Text

- Font size must be large enough to be easily read. Size 24 to 36 with a bold font is recommended. Use a san serif font (without tails) for titles.
- It is distracting if you use too wide a variety of fonts.
- Overuse of text is a common mistake.
 - Too much text makes the slide unreadable – stick to a few key words.
 - If your audience is reading the slides, they are not paying attention to you. If possible, make your point with graphics instead of text.
 - You can use Word Art, or a clip art image of a sign, to convey text in a more interesting way.

Numbers

- Numbers are usually confusing to an audience. Use as few as possible and allow extra time for the audience to do the math.
- Numbers should never be ultra precise:
 - “Anticipated Revenues of \$660,101.83” is typically too precise. Indicate \$660 thousand or round your numbers to \$660,000.
 - “The Break Even Point is 1048.17 units. Are you selling fractions of a unit?”
 - Don't show pennies. Cost per unit is about the only time you would need to show pennies.
- If you have more than 12-15 numbers on a slide, that's probably too many – provide the detail in your handouts.
- Using only one number per sentence helps the audience absorb the data.

Statistics

- Keep to the same scale for numbers on a slide – don't compare thousands to millions.
- When using statistical data, stick to related information.
- Cite your source on the same slide as the statistic, using a smaller size font.

Charts

- Charts need to be clearly labeled. You can make more interesting charts by adding elements from the drawing toolbar.
- Numbers in small tables are both hard to see and to understand. There is usually a better way to present your numerical data than with columns and rows of numbers. Get creative!
- PowerPoint deletes portions of charts and worksheets that are imported from Excel, keeping only the leftmost 5.5 inches. Plan ahead.

Backgrounds

- Backgrounds should never distract from the presentation.
- Default white background is hard on the viewer's eyes – try light earth-tones. You can easily add a design style or a color to the background, but keep in mind it must be easily viewable on TV.
- Backgrounds that are light colored with dark text, or vice versa, look good. A dark background with white font reduces glare.
- Colors appear lighter when projected. Pale colors often appear as white.
- Consistent backgrounds add to a professional appearance.
- For a longer presentation, you may want to change background designs when shifting to a new topic.

Excitement

- Slides for business presentations should be simple; you don't want to distract the audience.
- Sounds and transition effects can be annoying – use sparingly, if at all.
- Animation effects can be interesting when used in moderation.
 - Too much animation is distracting.
 - Consider using animated clip art
 - Consider using custom animation
- You can insert video and audio clips into PowerPoint.
- You can also insert hyperlinks.

4. Tips for Efficient Practice

Timing - Practicing Your Presentation,

- Talk through your presentation to see how much time you use for each slide.
- Set the automatic slide transition to the amount of time you want to spend discussing each slide – this helps avoid rambling – be prepared to pause the slides for questions.
- Are you using the right amount of time per slide? Decide which slides or comments need alteration to make your presentation smoother.
- Change the automatic slide transition settings for individual slides to fit the amount of time needed for that slide and practice again. Are you still within the time limit?
- Decide if you want to remove the automatic slide transition feature before giving the presentation.

Content

- Make a list of key words/concepts for each slide.
- Read through the list before you begin.
- Don't attempt to memorize your text – know your material.
- Your words will probably be different each time you practice.
- Think about the ideas, and your words will follow naturally.

5. Delivering Your Talk

Pre-Talk Preparation

- Plan to get to the meeting 20 -30 minutes early to set up and test the equipment – media services can assist you 15 minutes prior to the start time.
- Dress appropriately for your audience.
- Turn off your cell phone.
- Handouts:
 - Edward Tufte, the leading expert on visual presentation techniques, advises speakers to always prepare a handout when giving a PowerPoint presentation.
 - Prepare at least 20% more handouts than you expect to use.
 - Distribute handouts prior to the start of the meeting or at the beginning of your talk.

Opening

- Get right to the point.
- Give your rehearsed opening statement – don't improvise at the last moment.
- Use the opening to catch the interest and attention of the audience.
- Briefly state the problem or topic you will be discussing.
- Briefly summarize your main theme for an idea or solution.

Speaking in the Council Chambers

- Stand with your feet positioned as indicated or sit in close proximity to the microphones – you must be close enough to be heard by the TV audience and for recording purposes.
- Talk at a natural, moderate rate of speech.
- Project your voice.
- Speak clearly and distinctly.
- Repeat critical information.
- Pause briefly to give your audience time to digest the information on each new slide.
- Don't read the slides aloud. Your audience can read them far faster than you can talk.

Body Language

- Keep your eyes on the audience
- Use natural gestures.
- Don't turn your back to the primary audience.
- Avoid looking at your notes - use them as reference points to stay on track. Talk, don't read.

Questions

- Always leave time for a few questions at the end of the talk.
- If you allow questions during the talk, the presentation time will be about 25% more than the practice time.
- You can jump directly to a slide by typing its number or by right-clicking during the presentation and choosing from the slide titles.
- Relax – if you've done the research you can answer most questions.
- If you can't answer at the time, let them know that you will find the information and get back to them – follow through.

Length

- To end on time, you must PRACTICE!
- When practicing, try to end early. You need to allow time for audience interruptions and questions.

Demeanor

- Show some enthusiasm, no one wants to listen to a dull presentation. On the other hand, don't overdo it. No one talks and gestures like a maniac in real life. Consider how you would explain your ideas to a friend if they were there.
- Involve your audience – make eye contact, use humor.
- Don't get distracted by audience noises or movements.
- You may forget a minor point or two – don't worry about it.
- If you temporarily lose your train of thought you can gain time to recover by asking if the audience has any questions.

Conclusion

- Concisely summarize your key concepts and the main ideas of your presentation.
- Resist the temptation to add a few last impromptu words.
- End your talk with the summary statement or question you have prepared. What do you want them to do? What do you want them to remember?
- Consider alternatives to "Questions?" for your closing slide. A summary of your key points, a cartoon, a team logo, or a City logo may be stronger.

6. PowerPoint Presentations: It's as easy as 10, 20, 30! - a simplified approach

10/20/30 Rule of PowerPoint - A PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.

Ten is the optimal number of slides in a PowerPoint presentation since most people do not remember more than ten concepts in a presentation.

Example of ten topics that could be addressed on slides:

1. Problem
2. Your solution
3. Business model
4. Underlying programs
5. Public relations
6. External forces
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action

Even if setup goes perfectly, people will arrive late and have to leave early.

Presentations in a ten point font that has as much text as possible jammed into the slide results in the presenter reading it. As soon as the audience figures out that you're reading the text, they read ahead of you because they can read faster than you can speak. The result is that you and the audience are out of sync.

When presenters use a small font it may distract the audience and keep them from paying attention. More detail can be provided in materials handed out.

Use no font smaller than thirty points or estimate the age of the oldest person in your audience and divide it by two to arrive at your optimal font size.

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Additional site for PowerPoint tutorials: <http://pptfaq.com/index.html>