


ILLUSTRATION B




Tips to Create Effective Presentations

by
Your Name
Today's Date

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Presentations Will...

- sell an idea
- motivate
- influence
- inform
- educate
- train
- entertain

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Elements of a Presentation

- Script
- Audio
- Visuals

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Seven Tips for Effective Presentations

Analyze Your Audience	Make a Plan	Keep it Short
Keep the Number of Words Per Slide to a Minimum	Vary Your Visuals	Use a Mixture of Colors
Avoid Too Many Special Effects		

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1. Analyze Your Audience

- Take time to determine who will be listening
- Ask yourself, "Why are you giving this presentation?"

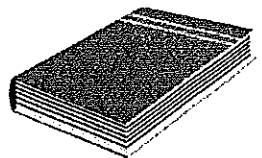
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2. Make a Plan


- Decide what to say and how to say it.
- Create an outline
 - what items must be covered
 - how do you wish your audience to react



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3. Keep it Short 

- Resist creating a lengthy presentation
- The longer the presentation, the greater the danger of losing your audience's attention.

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4. Keep the Number of Words Per Slide to a Minimum 

- Limit the number of words per slide to eight.
- It's better to have more slides with less information than vice versa.

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5. Vary Your Visuals 

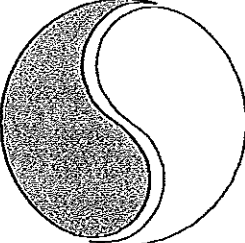


- Blend different types of slides.
- Add graphics and photographs to create a variety of visual elements.

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6. Use a Minimum of Colors 



- Work with several colors.
- Stay away from dark characters on a light background.
- The less contrast between typed characters and background colors, the less strain on the eyes.

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7. Avoid Too Many Special Effects 

- Special effects should embellish your message, not compete with it
- Use bouncing logos sparingly
- Viewers will miss your statement if they get caught up in the special effect

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