100
STEPS TO THE PERFECT PRESENTATION

PART 1

PRESENTATION CONTENT
AND DESIGN

100 STEPS TO THE PERFECT PRESENTATION

Whether you need to prepare for an important presentation, expand your speaking skills or get tips on professionally designing your PowerPoint slides, **we have what you need.**

Our day-to-day work includes creating professional PowerPoint templates and giving advice on presenting in front of an audience.

We'd like to share our experience and expertise and have put together a complete list of 100 helpful tips and tricks divided into two parts.

The first part involves the creation process, and the second talks about the art of presenting.

These tips cover everything from presenting and writing skills, to design ideas perfect for job interviews, events, wedding speeches, and more.

25 Tips

FOR CREATING YOUR

PRESENTATION

Content can make or break your presentation. Even the most creative presentation will flop without substance.

Part one of our tips talks about creating convincing presentation content. What should be the focus? How much should be on each slide? How do you get the audience to stay engaged? Forget about the typical bullet point presentation from your school years. Citing off a list of facts followed by more facts is not how to win over an audience.

We have two simple rules. First, every piece of unnecessary information should be deleted. Main points can be put on slides, and the rest can be written on the presenter's note cards. Second, the best method to help your audience retain said information is storytelling. People enjoy listening to stories and can process them better than mere dry facts.

01

STAY AWAY FROM

DISTRACTIONS AND FOCUS

There are brilliant and even famous writers who have written their best works in combination with cocktails. Yet, when designing a business presentation, this model, with creative excess, might leave you with a business fairy-tale catastrophe. You would be better off getting a good night's sleep so you can have a clear head to design your presentation content. Pick a quiet place where you won't be disturbed and can fully concentrate on your ideas.

02

GATHER ALL

THE INFORMATION

Before you start writing your presentation content, think about the benefits of your project. What is the value of your presentation? Why are you presenting?

What are your goals in presenting the given information? Work out your key points and use this list as the foundation of your presentation that you can always reference.

03 DEVELOP A MESSAGE

What do you want to convey to the audience? Ideally, you should write your core message in one sentence. Your audience should emotionally connect with it and be engaged. Here you also don't need too many words, make it "short and sweet.

04 KEEP YOUR AUDIENCE IN MIND

Before you put a single finger on the keyboard, think about who your audience is and what they want. The audience should be the main reason for giving a presentation. Think about the following questions:

- What interests does your audience have?

- What problems do they encounter?

- What do they want to learn?

If you center your points on your personal interests, the audience's attention could waver. The presentation is first and foremost for the audience, not the presenter.
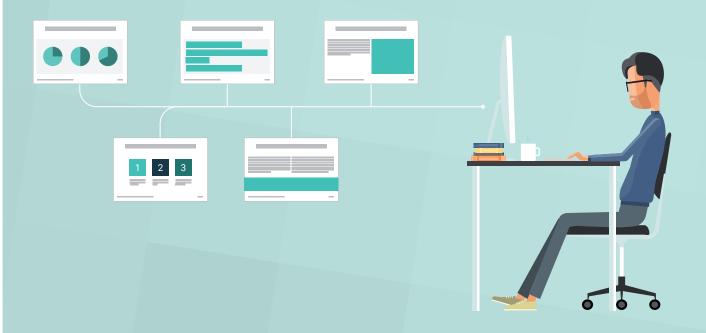
05

FIND THREE
KEY POINTS

Find three points that support and reflect your message. Keep it to three because the audience won't remember more.

All others should be sub-points of these three. Ask yourself which three you want to impress upon the minds of your audience.

06

STRUCTURE YOUR
PRESENTATION

Structure means that you make a logical sequence and keep your options flexible so that you can react to any changes or questions from the audience. By this, we mean transition templates as well as breaks and

additional templates you may have at the end. If you want to be clever, you can blend your call to actions in with your templates, so that the content steadily builds and comes to a conclusion.

07 TAKE ADVANTAGE OF STORYTELLING

Storytelling, can help you connect with your audience. Short anecdotes and stories are too common in daily interactions not to use – like something funny that happened last weekend. This can help create a casual and personal way of communicating with your audience. Storytelling is always fitting, whether in the beginning or at the end of your presentation, and stories can be added to almost any context.

08 CREATE A HERO

The best way to integrate a good story into your presentation is to find a hero with whom your audience can identify with and cheer on. This character can be a reflection of your audience, represent them, or can also be a fictitious hero. For example, let the hero use your products or services and experience radical changes that awaken the audience's fantasies about the possibilities your products and services can provide.

09

LEAD THEM TO
A CLIFFHANGER

Don't end your story after you have introduced and described your hero. Send your hero on a mission, let her live through a positive change or give him a problem to solve.

Also, leave your hero's story open-ended so that your audience can imagine their own conclusions.

10

CREATE A VISUAL
SCENE FOR YOUR TOPIC

Make your presentation creative with an interesting metaphor or quote that describes your message, or a feeling that you want your audience to experience. Graphics, video clips, and further illustrative opportunities are available to present a dry topic in an interesting way.
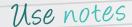
11

THINK ABOUT THE
TEMPLATE LAYOUTS

While you are inserting your content, you can also work on the layout. Consider which graphics could support the text and note which colors match. The sooner you decide on the basic look of your design, the less you will need to edit and adjust every single slide.

12

USE
NOTES

Have you ever used the notes section at the bottom of the slides? Utilize this tool so your templates won't be overloaded with information. Only put the most important points on your templates and put the rest as notes for yourself at the bottom of the slides. This way, you have all information you need without overwhelming your audience.

Use notes

13

VALUE
SIMPLICITY

It doesn't matter which point you are currently working on in your presentation; it's most important to consider simplicity. Don't overload your templates because you think everything is relevant. The audience won't remember all of your presentation anyway. Limit yourself to the most important messages and reduce them on your slides.

14

DON'T USE
BULLET POINTS

Bullet points seem helpful to structure your information at first glance. However, before you know it, this can be fatal: The tendency with bullet points is to read every single point, even though the audience can read them faster than you can speak. Bullet points can also give your presentation a monotone and dull feel that doesn't generate curiosity or interest from your viewers.

15

TRY THE TWITTER TRICK

We found an easy method to keep your texts short so that you don't overwhelm your audience. If you can't tweet your content (140 characters including spaces), then it's too long. Check your content on every slide to see if you pass the tweet test. If not, you should reduce!

16

FIND THE RIGHT JARGON

Your audience will quickly lose interest if they cannot understand your jargon.

Choose vocabulary that the audience can connect with and comprehend.

17

TAKE YOUR
ENTHUSIASM ON STAGE

It is important to be convinced about what you are presenting. Convey your enthusiasm in the language you use and what you show on your templates.

Don't hide your real opinion, but instead use vocabulary that reflects your interest in the topic and communicate this interest in the tone of your voice.

18

USE QUOTES

Quotes in a presentation are like spices in cooking. Adding just a little spice can make your meal acquire a phenomenal taste. However, if you put too much in, something

delicious can quickly turn inedible. In the same way, quotes should be selected with care as an introduction or at the end of a section of your presentation.

19

FORM QUESTIONS

Transform your audience into active liste-ners by asking sharp and precise questions. Ideally, use hypothetical questions that can be answered by your presentation. Let your audience ponder the big problems and mull over solutions.

20

BE CONSISTENT

Stay in the same tense and keep the same amount of text on each slide throughout your presentation. Scroll through your slides until you have the feeling that everything fits together.

21

REVIEW

RELEVANT POINTS

You want the audience to remember valuable content so don't be shy about mentioning significant points several times. Tell your audience what you will be talking about, tell them, and remind them what you just told them. In this way, you will plant your central message in the heads of the audience.

22

LET THIRD PARTIES

CHECK YOUR CONTENT

Before your presentation, get feedback from others. Ask trusted friends from your network to look through your presentation and check for grammar, spelling, context, design and other aspects. You will see that they will find mistakes that you would probably have never noticed.

23

SHORTEN YOUR CONTENT

The secret to a good writer is that the text is shortened to what's essential. Most likely, you'll only need half of what you put together.

Write everything down first and then keep cutting out information until you have the most important points. Less is more!

24

CREATE A

MOTIVATIONAL CALL TO ACTION

A call to action tells your audience exactly what they should do after they have listened to you. It could be anything like "Become an investor," "buy now," "call us now," etc.

Always make certain that your presentation has a call to action; otherwise, your presentation will likely be soon forgotten after the audience leaves the room.

CALL
TO
ACTION

25

CREATE A
BETTER PRESENTATION DESIGN

Your last slide serves two purposes: it leads your audience to a clear call to action or makes a good transition to a discussion or Q&A session. Make sure the last slide has more than a "thank you," and provokes the audience to remember your key message.

25 Tips

TIPS FOR A BETTER

PRESENTATION DESIGN

Our designers at PresentationLoad work with implementing concepts, the latest trends, software and design standards in presentations. We guarantee exceptional design templates for your presentation in your business field.

We've combined our expertise to help create winning presentations. The following tips will guide you through challenges that often come unexpectedly.

26

CREATE
CLEAN SLIDES

The concept of "less is more" is an essential component of virtually any design philosophy. This is especially true when designing presentations, which have limited space. The use of fewer design elements helps convey statements more clearly and brings the important points to focus. Simplicity has many facets, such as a small color palette or a few choice photos.

27

TAILOR YOUR DESIGN TO
YOUR TARGET AUDIENCE

Get as much information as you can about your audience in advance including age, occupation, hobbies, etc. All this is important data that will help you tailor the design and content of your slides. Dig into the specific interests and needs of your target audience and match your image selection, language, etc. accordingly.

28

FIND

MATCHING COLORS

Learn how to combine different colors in your presentation so they harmonize well together. You can find Internet sites to help you decide on color schemes. Complementary shades have many hues to choose from.

Find such tools to help you generate color plates and saturation, brightness, contrast and more and experiment how different colors would look on your slides.

29

CREATE

A COLOR PALETTE

Before designing your presentation, define a range of background and accent colors that you can use throughout your slides. Set yourself a limit of 3-5 colors to ensure that

you don't overload the slides with too many different shades. You can find help online for harmonizing colors and for content matching color constellations.

RGB   RGB   RGB   RGB

30

USE HIGH
RESOLUTION PICTURES

High-quality, high-resolution photos, combined with a crisp sentence or word, can make your slides an eye-catchers. Make sure that the text color you select matches the colors on the image and that it is legible in the photograph. Don't use pixelated motives unless this is you're the style element or theme in your presentation. However, keep in mind that these images are hard to see and your templates may appear unprofessional.

31

APPLY THE
RULE OF THIRDS

If you want to capture the attention of your audience, apply the rule of thirds to your slides. This photo composition rule takes 1/3 of the picture, showing the subject you want your audience to focus on. The remaining 2/3 form a kind of frame. The secret to this trick is that the bulk of the slide is kept simple, letting your subject stay in the spotlight.

32

If you choose to design a presentation with stock photos, make sure they are not the typical cheesy shots associated with stock photos. The photos should convey a natural impression related to your statement, and support your text and fit your layout. Ideally, the viewer will notice that you have selected these specific photos for your presentation because they enhance and better communicate your content.

33

STOCK PHOTOS DON'TS

Avoid stock photos with people in unnatural poses. For example, photographs in which people are looking directly into the camera or have a forced smile.

Also, take the time to experiment with cropping and editing your picture before you insert it into your presentation. This will make it easier for you later!

34 USE THE LESSIG METHOD

The American law professor Lawrence Lessig developed a method for liquid presenting that affects the design of templates. The principle is simple: Create four different slides with only one relevant point, allowing.

You to talk about each slide for 15 seconds. This is far more effective than creating 1 sheet with 4 points, and talking about that for 60 seconds. The result is simply-designed and effective individual films.

35 APPLY THE TAKAHASHI METHOD

The Masayoshi Takahashi method is very similar to the Lessig method. Create your slides with a white background and one word

in bold black font. Pick out the most important word of your content – a radical cut will guarantee simplicity in your presentation.

WORD

36

A LOOK AT THE
KAWASAKI METHOD

Guy Kawasaki's 10/20/30 rule states that you present 10 slides in 20 minutes with a minimum size font of 30pt. To accomplish this, prepare your slides so that they can be digested by the audience in just one minute. Adjust your design so that there is enough space for the larger font size.

37

A LOOK AT THE
KAWASAKI METHOD

Entrepreneur Seth Godin's presentation style puts a strong focus on the use of images. What a speaker says should never be repeated on the templates. Your key message should not be found on the presentation, but should be supported by photos and graphics.

10 SLIDES

20 MINUTES

30 PT FONT

38 AVOID VISUAL CLICHÉS

It can be difficult to combine complicated content with pictures in a presentation. This is usually why we fall back on visual clichés such as pictures of handshakes or someone on a headset with a fake smile. Instead, don't be afraid to be creative and consider using metaphors when designing your slides. Think abstractly and use the power of symbolism. For instance, when talking about the "view or vision" show a lighthouse.

39 PRESENT INFORMATION MEANINGFULLY

Do you have a lot of data and you're not sure if you should just copy and paste it into a PowerPoint slide? Or how about a diagram? Or maybe it's better to just forget the massive amount of data all together? There are always several ways of showing the most important points or generalizing the core message in a statement. You could even pick out the three most important points and put them on separate slides, so that the audience is not overwhelmed with too much information.

40

MAKE
CREATIVE LISTS

Although bullet points are a design taboo, sometimes lists do need to be presented on a slide. However, you don't have to limit yourself to a typical vertical arrangement.

Use your imagination when creating your slides! For example, put your lists in a circular shape or in other arrangements and avoid monotone slides.

41

LET'S
TALK ICONS

You may not always find a suitable photo that reflects your theme or visually supports your presentation. In this case, icons are your best friend. They can portray complex

graphics simply and can be placed next to bullet points. Just make sure they match the overall style of your presentation.

42

USE CHARTS
AND DIAGRAMS SPARINGLY

Diagrams may be unpopular, but sometimes there is no other appropriate alternative to visually represent data. When designing charts, whether with PowerP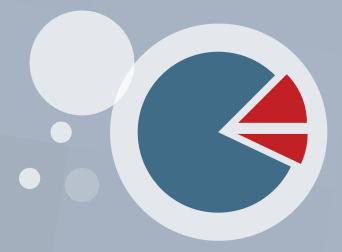oint, Excel or another program, you should look for consistency and use the colors from your specified palette. Ideally, what you are trying to display won't be too detailed but if you need to explain further, consider printing out a separate handout.

43

VARY POSITIONING

Avoid positioning your text, images and other design elements smack in the middle of your slides. Try to avoid too much conformity or monotone positioning of elements.

For example, you could place a question in the corner of a slide and have the solution in the corner of the following slide.

44

PRIORITIZE YOUR CONTENT

Each template has a word or an image that is particularly important and represents or summarizes your content best. When you have identified your most important element (text/ graphic), highlight it by using various design effects. For example, you can highlight a specific point by changing the words or phrase into a different color and making it a bigger size.

45

INCREASE THE CONTRAST

Contrast is just as important as simplicity when it comes to presentation design. Contrasting forms and colors can be used to make templates more interesting.

Play around with different colors and levels of contrast and look at how you can pep up your presentation.

46

ADD ACCENTS

WITH ACCENT COLORS

There is always a risk that your design won't say much or add value to your presentation. For example, when you limit yourself to conservative ideas and neutrality in the presentation design. Using only a few of your brand colors found on your website or in your logo can quickly lead to a bland and boring presentation. To avoid this, apply colors accents. Whether red, yellow, neon green – even the slightest hint of these colors can highlight important points and breathe life into an otherwise dry design style.

47

THINK BIG

Presentations are usually projected with beamers or displayed on large screens. Accordingly, the size of your visual presentation should be a factor in making your presentation. Think about enlarging fonts and make sure your images are in high resolution. Be careful that the quality of pictures won't be degraded when you move from your small laptop to a large presentation screen.

48 USE A MOOD BOARD

Do you need a little design inspiration? Try experimenting with a mood board. Place different visual inspirations on it – collect newspaper clippings, screenshots, examples from other presentations, and any other elements you can think of. Looking at your whole collection of visuals side by side, will help you get an overall idea of possible design styles.

49 PAY ATTENTION TO THE THE FILE OF VIDEOS AND PICTURES

You should always try to choose the best quality and highest resolution pictures, graphics and videos for your presentation. But watch out for the file size! If you play your PowerPoint presentation on an unknown device, the large amount of high quality videos and pictures could crash your presentation. In this case, keep it simple and ask yourself whether your presentation really needs this video or whether you yourself can explain the concepts better.

50

There is no reason to be shy or feel ashamed when your presentation just doesn't look like you want it to. If you are not happy with your presentation, it may be time to turn to pro-fessional designers. With years of experience solving design problems, the Presentation-Load team can help you avoid another sleep-less night in front of the computer.

PERFECT CONTENT AND

DESIGN FOR YOUR PRESENTATION

We hope you've enjoyed reading the first 50 tips for appealing slide content and design, and that they will help you in your next presentation.

In part two of our eBook, 100 Steps to a Perfect Presentation, you'll find the last 50 tips on how to use the content you've created, present like a professional, and reuse your presentation.

Still need help with optimizing your design and content conception? We're here for you!

www.presentationload.com

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