

# RESEARCH IMAGING SOLUTIONS

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## Getting Your Point Across

Tips for Effective Presentations in PowerPoint

Practical Do's and Don'ts

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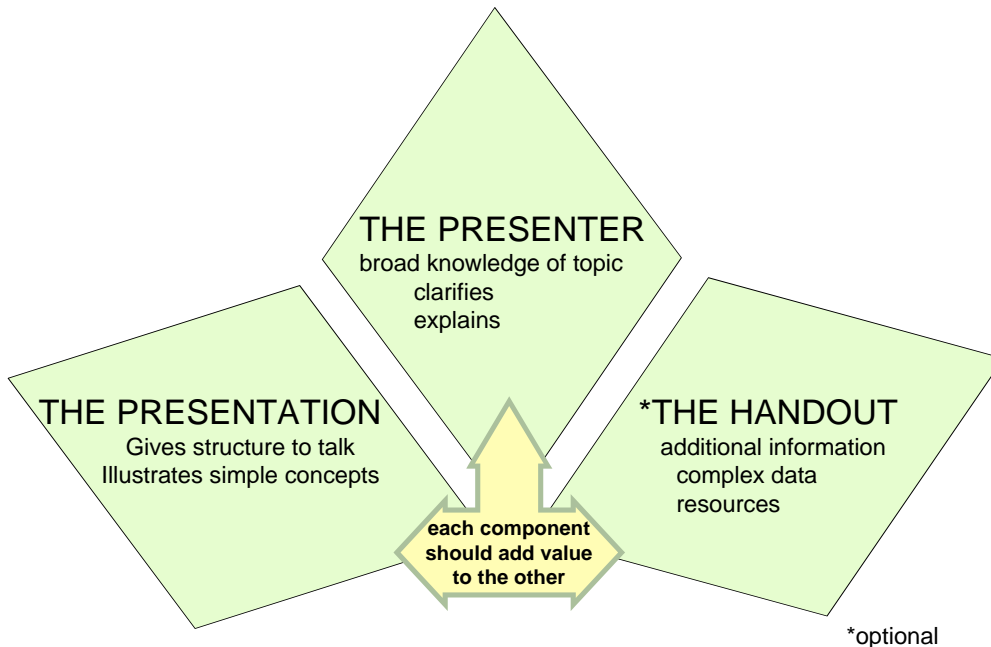
Research Imaging Solutions at Countway

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# Role of the Presentation, the Handout and the Presenter

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## The Presentation



Provides a framework for your talk.

Provides an additional input channel for information

Gives you a starting point for discussion- let it cue you and add limited reinforcement to your talk.

Don't depend on presentation to do it all for you, so don't build a presentation that you will feel compelled to read to audience.

PowerPoint is NOT a teleprompter!

## The Handout

Including handouts will relieve presenter from having to explain more complex concepts or cram intricate objects into presentation

Don't handout slides

Instead handout additional data. You can provide detailed complex, in-depth data, additional articles, resources and/or reference material.

## The Presenter

Using the presentation to frame discussion, the presenter provides information, reinforces and adds clarity to points

Speak to audience, not to projection screen.

## Three Key Identifiers

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### Identify Your Audience

What is the audience's knowledge of the topic?

What is the audience's attitude toward your message?

What is the audience's attitude toward you?

Are there any cultural or language issues you need to be aware of?

Remember: Every member in the audience is thinking "What's in it for me?"

#### 1. Identify Your Objective

Ask yourself "Why am I presenting this?"

Choose a clear, concise purpose for your message.

Example:

NOT: "My purpose is to inform the audience about Coronary Artery Disease"

BUT: "My purpose is to inform the audience of the mechanisms and causes of Coronary Artery Disease"

Think about what you want your audience to come away with: "After hearing this message, I want my audience to..."

- identify the risk factors for Coronary Artery Disease
- learn the differential diagnosis for CAD
- learn the indications and methods of surgery in CAD

#### 2. Identify Your Strategy

How do you want to tell your story/present your message?

## A Recommended Strategy

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### 1. **State:** *Tell them what you'll tell them and why*

This is the introduction of your presentation. The purpose is to:

- capture attention
- establish credibility
- provide the “hook” or problem
- establish relevance to audience (“What’s in it for me?”)

### 2. **Support:** *Tell Them*

This is the body of your presentation. The purpose is to:

- develop and support key ideas
- group ideas into a logical pattern
- show relevance and benefits to audience (“What’s in it for me?”)

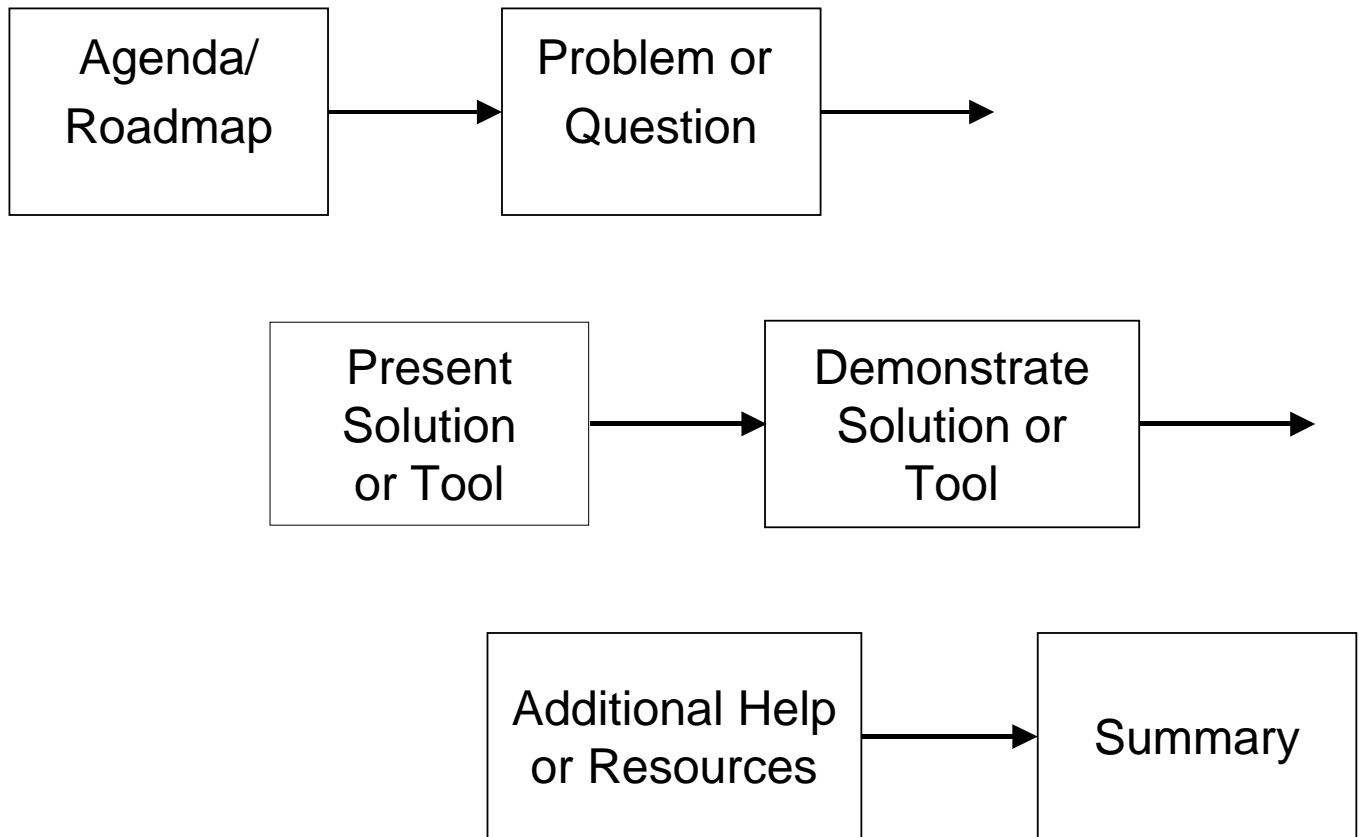
### 3. **Summarize:** *Tell Them What You Told Them*

This is the conclusion of your presentation. The purpose is to:

- provide a sense of closure
- recap and tie together key points
- reiterate benefits to audience (“what’s in it for me?”)
- ask audience for agreement or action or state next steps (if appropriate)

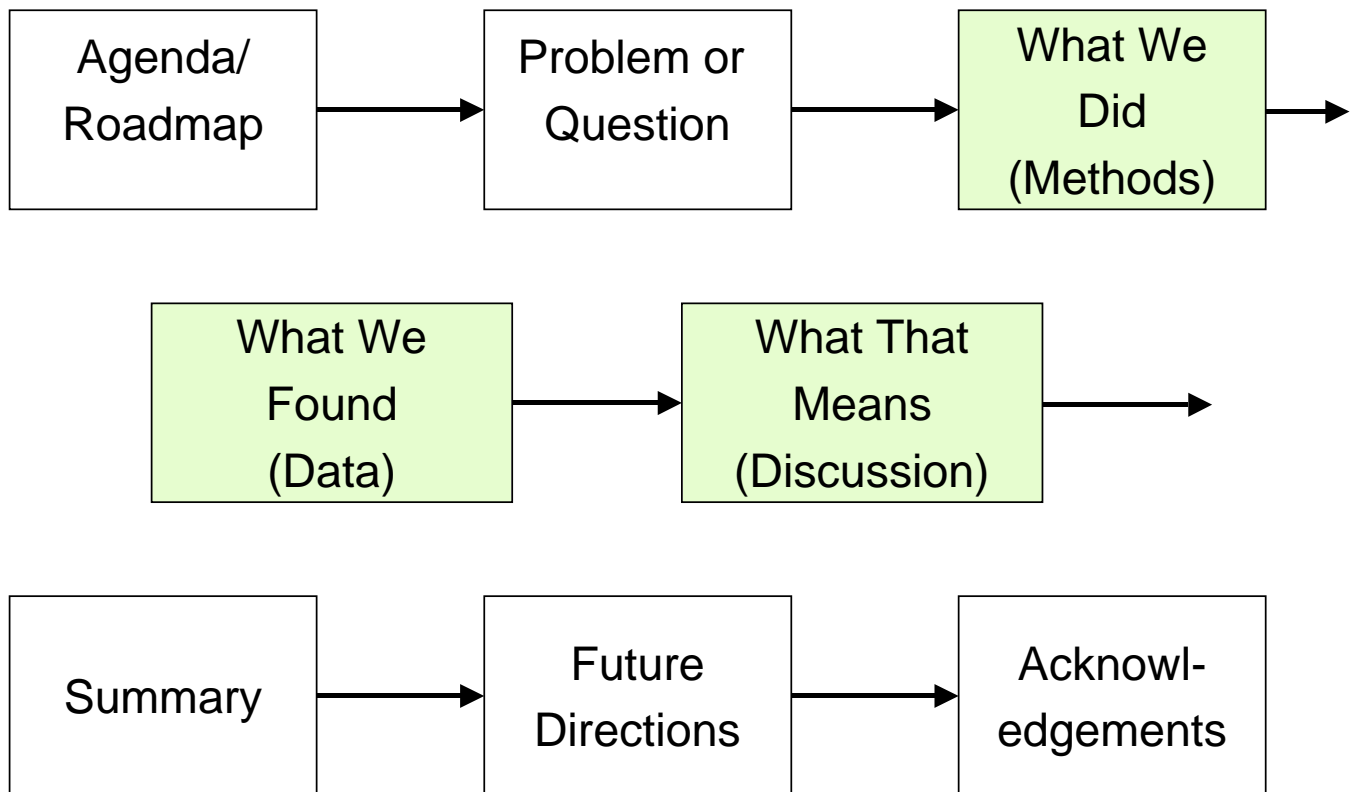
## Suggested Strategy for Instructors

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## Suggested Strategy for Researchers

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## Do's and Don'ts:

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Use approximately 7 words per line

Write informative titles for your slides

Be Consistent in your headlines, font styles & sizes, layout, etc.

Adopt a 'look': keep headlines in the same place, if appropriate create areas on slides where audience can expect to find the text; where they can expect to find the graphic

Choose your font carefully: choose for compatibility, legibility, credibility

Compatible, cross platform font styles include:

Arial	MS Serif
Courier	Palatino
Courier New	Times
Helvetica	Times New Roman
Monaco	Verdana
MS Sans Serif	

Be cautious when using bullets (bullets can also display incorrectly, especially if transporting presentation)

Anything you add, should add value

Be wary of meaningless charts, tables and other clutter

Avoid gratuitous use of animations and sound

Avoid clip art

Be consistent with the look and feel of your presentation.

Prepare your images using Photoshop so they have the correct resolution, physical dimension and file format

Insert, don't copy and paste raster images into the presentation.

If you have a vector object, "paste special" them into presentation

Don't use PowerPoint background templates (PowerPoint templates are unreliable and they don't transport)

Choose colors carefully. Color blind audience: around 8% of men and .5% of women.

Don't put text or artwork any closer than 1/2" to any edge

Consider the size of the room when choosing font size.

> 200 seats = Headings: 42 point; Main text: 36 point

< 200 seats = Headings: 36 point; Main text: 28 point

< 50 seats = Headings: 32 point; Main text: 24 point

**additional resources:**

Brown Bag Handouts	<a href="http://it.med.harvard.edu/ris">it.med.harvard.edu/ris</a>
PowerPoint FAQ	<a href="http://pptfaq.com/index.html">http://pptfaq.com/index.html</a>
PowerPoint Tips	<a href="http://www.awesomebackgrounds.com/powerpointtips.htm">http://www.awesomebackgrounds.com/powerpointtips.htm</a>
More PowerPoint Tips	<a href="http://www.echosvoice.com/">www.echosvoice.com/</a>
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