

## **International Microsimulation Association Conference 2007**

### **Presentation tips**

Your paper has been allotted 15-20 minutes in the timetable – which is about 1000-1500 spoken words. Please apply the necessary discipline to address your major point in that time frame. The delegates can pick up the detail by reading your paper.

The audience will have an opportunity to ask questions of you. To maximise the opportunities for discussion, it is most desirable that answers be succinct.

### **PowerPoint Slides**

In the preparation of your PowerPoint slides, consider the following suggestions to allow you to effectively communicate a concise message quickly.

- For a 15-20 minute presentation, no more than 10 slides should be used. Text and details must be legible from the rear of the auditorium. Avoid fonts smaller than 20 point and colours which do not contrast and stand out.
- Audiences prefer that you do not read slides to them. Instead, use the slides to introduce, emphasise and clarify points and preserve the continuity in your speech. Slides must use minimal information for the most effective message. People will stop listening to your speech if they have to decipher your slide.
- Look for ways to make your slide titles as short as possible: they should be between one and four words in length. The same information may be contained in a chart and need not be repeated.
- Worded slides are good for introductions, for reinforcing key statements made in your speech and for summaries. One important guideline is to use the absolute minimum number of words to make a point. Up to 10 words or 3 pieces of information per slide is the recommended maximum.
- Chart slides (for example: line, area, pie, column, bar) express statistical information dynamically and clearly. Keep it simple and use the type of chart which best supports your message.
- Be very careful with tables. A mass of numbers that is difficult to read or understand will turn your audience off. A safe margin to work with is 3 categories with 3 to 4 values (that is a maximum of 12 numbers on one slide). Use only data which supports your point.