

Your slides – the do's and don'ts for broadcast and webcast

People have Come to Hear and See you

- The slides should be no more than aids
- They help the audience follow the flow of your presentation and focus on your key messages
- They'll help you focus on your key messages too
- Properly crafted, they increase the audience's understanding and retention of what you've said

Less is More

- Use a small number of carefully chosen slides built around your key messages
- A general guide: max 10 slides per 15 minute segment
- Use bullet points and short phrases
- Keep slides to five lines of text and 40 words per slide
- Avoid detail. You'll deliver that yourself.

Easy on the Eye

- Use at least 32 pt fonts for headings and 24 pt for the text
- The font style should be clean and bold. Arial works well
- Be consistent with sizes and font styles throughout
- Beware of yellow, red and other bright colours. Check for legibility in advance.
- Background colour should contrast well with your material

The Look

- Add your corporate branding to the slide master, so it appears on all slides
- Graphics should be simple and clear– watch for poor resolution with imported graphics
- Reduce tables to display key numbers – no more than 3 x 4
- Use bold for emphasis - avoid UPPER-CASE and underlining