



"PowerfulPoints" on Presentations (Part 2)

LAST ISSUE, we discussed how to enhance your presentations and not get lost in the technical, multimedia wizardry associated with modern-day speeches. Below are some additional tips to help you improve your skills and conquer those fears.

- Actions speak louder than words, so do not be afraid to step away from the podium and interact with the crowd. After all, you have that lavalier (i.e. wireless lapel) mike for a reason.
- If a picture is worth a thousand words, stick-figured cartoon people are lucky to count for ten words. Please choose your images and clip art wisely. Using a visual aid to enhance your story can be very effective, but only when used in moderation. Appropriate imagery can dramatically add to your message, but don't overdo it.
- On a different note, why stop at just the visual? Think outside the screen to incorporate the other five senses. Creative centerpieces or a themed promotional giveaway can add life to any dry topic. Try soaking

sponges in coconut oil and taping them under the tables. Play Hawaiian music as guests enter. Line the stage with a grass skirt, and you have just set yourself up for a fantastic intro slide featuring "Surfing Oregon's Latest Updates on Labor and Employment Law."

- Practice makes perfect. You should never present anything without a warm-up. Give your speech at least once in front of someone else. Another option is to videotape yourself and review the result carefully. If that isn't an option, call someone on the telephone and give your talk without the use of visual aids. Your message should ring through loud and clear. It can never hurt to hire a professional for help with your presentation style or to attend a local Toastmasters workshop (www.toastmasters.org).

Preparing Audience-Friendly Slides

Here are some basic pointers to help you prepare "audience-friendly" slides:

- Feature only one topic per slide
 - Use three bullet points per slide (use bullets instead of numbers)
 - Have no more than six lines of text with six words per line (words and phrases, not sentences)
 - Use the same transition feature for each slide
 - Use animation features only to build graphs and charts or to reveal bullet points
 - Use solid colors to fill in charts and graphs
- According to a Lighthouse National survey, over 20 million of the nation's baby boomers have reported a visual impairment and commonly experience functional vision problems even when wearing glasses or contacts. Make it easy for everyone in the crowd by incorporating a clear, large font throughout your entire presentation.
- Use a minimum 36-point type for titles
 - Use a minimum 24-point type for body text
 - Use a sans serif font (no curly feet) such as Arial
 - Use bold, underlining, and italics sparingly to emphasize key words



Minimum 36-point type for titles
Minimum 24-point type for body text

- Use no more than two different fonts per slide show
- Choose a dark color for your font (or light on a dark background)—think contrast!

Did You Know?

You can simply press the letter "B" during a PowerPoint presentation to black out the screen. Press "B" a second time to bring the slide back up. The letter "W" will do the same thing, except that it will turn the screen white. There is no need to invite a fire hazard by balancing a piece of paper over the lens of the projector.

Important Tip!

If you do not see an image projected on the screen after properly connecting your laptop to an LCD projector, hold down the function key FN (lower left corner of keyboard) while pressing the F8 key (upper row center of keyboard). The projector will blink once, and your image should show up. You can repeat the FN + F8 sequence to toggle between three different views—projector only, computer screen only, and both. See how easy that is? **LMN**

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