PRESENTATION TIPS

Creating Engaging PowerPoints
PowerPoint can be an exceptional visual aid when used correctly. If not, however, it can turn a great presentation into a mess. These tips are designed to help you build visually distinctive and learner-focused PowerPoint presentations.
On average, learners only remember one in every five slides. To combat this, change the design of your slides using pictures, graphs, charts, or videos. Don't mix it up too much because you don't want to overwhelm or confuse the audience, but vary it enough to keep them interested.
If everything you plan to tell them is on the slide already, they can just read it instead of listening to your presentation. Utilize bullets as talking points and include a summary of what you will say. Only including an overview gives you the opportunity to expand or eliminate information based on the audience’s interest.
Not everyone can learn and retain information from reading a graph or watching a video. When you design a presentation, keep in mind the various learning styles and incorporate them into your presentation.
Tell a story

While it might look cool to have text fly in a circle, it can be distracting to your audience and the delivery of your story. Special effects should only be used if they enhance the storytelling process.
Use text as a graphic

Text doesn't have to be black on a white background. Using text in a different way will help the learner remember the content.

PowerPoint slides can either help or harm your presentation. When creating a slide deck, remember it should enhance your presentation, but not become the main focus. Follow these tips to deliver memorable presentations with both increased value and engagement.

“Fewer words on the screen will keep the audience’s attention on you and the presentation content. As they say, a picture is worth a thousand words.”

- Alyssa Rosenblum, Senior Assistant Buyer for dd’s Discounts, a division of Ross Stores Inc.
More in the Presentation Tips Series:

How to Prepare | How to Give a Great Presentation | What Not to Do