

Checklist: How to prepare and conduct a presentation with Power-Point

Overview

1. Benefits and function
2. Preparation
3. Formalities
4. Structure
5. Delivering the presentation
6. Motivating advice
7. Typical mistakes

1. Benefits and Function

- **in general:**
depiction of the substantial aspect of a topic/a scientific problem/an excerpt of literature;
- launching the discussion

- **for the speaker:**
orientation, memory aid, possibly also a basis for further work (e.g. seminar paper, an essay)

- **for the audience:**
orientation (thread), better comprehension of the speech, better memorization of the presentation content

2. Preparation

- **with regard to content:**
bringing out the substantial aspects and good structuring;
putting questions to the topic/assigned text and linking it to the general context
(e.g. the topic of the seminar)
- **technical:**
checking in advance if all the necessary media (notebook, pen drive, projector,
cable, speakers etc.) is working as needed;
arriving early to the location and preparing everything on time
- **practical:**
practicing the presentation and testing the course of it beforehand (e.g. in front
of a mirror or even better using your friends as audience)

3. Formalities (1)

- **Font size:**
at least 18pt;
Hierarchization with regards to content: bigger fonts for titles and headlines, after that downscaling
- **Font:**
simple non-serif fonts (e.g. Arial), no squiggles;
do not mix different fonts
- **Graphical emphasis:**
apply sparingly, e.g. little bolding and italics
- **Design:**
plain and simple; you can also use the [Corporate Design of the FU](#)

3. Formalities (2)

- **Color:**
not too many; use contrasts;
rule of thumb: change of color indicates content importance
- **Sentential form:**
short points, keywords; avoid long quotations and excerpts
- **Filling:**
do not overload the slides, less (text) is more!
- **Length:**
appropriate to the time-setting and the scope of the presentation;
do not exceed the assigned time
- **Number of slides:**
rule of thumb → for 30 min no more than 10 slides

4. Structure

- **Title slide:**
title and date of the presentation, name and affiliation of the speaker, context/occasion of the presentation (e.g. seminar, conference etc.)
- **Overview:**
organizing the presentation in central points (1., 2., 3./I, II, III etc.)
- **Slides of the presentation:**
sequenced in accordance to the overview slide
- **Wrap-up/Summary:**
conclusion of the presentation with a possible outlook or open questions/issues
- **Appendix:**
topics and/or questions for the discussion, tasks, practical exercises and examples, etc. (either during or at the end of the presentation)

5. Delivering the presentation

Important with regard to the organization of the presentation:

- a good start:
first with the overview (provide the structure and the time frame of the presentation) and perhaps with an initiation of the topic by an anecdote or an example
- a good and clear finish: serves for a wrap-up

Important with regard to the presenting style:

- simple, clear sentences in your speech
- speaking off the cuff and in a calm voice
- speaking loud enough, not too fast (breaks!) and addressing the public
- standing or sitting upright and in the direction of the auditorium; using printed notices or a notebook, not the screen, for orientation

6. Motivating advice

- **Creativity and variety:**
to be used in a moderate scope: diagrams, charts, tables, anecdotes, audio and movie files, quotations, website screenshots, study questions, interim conclusions etc.
- **Vividness:**
draw interest and show by yourself enthusiasm and excitement for the topic
- **Attention:**
engage the audience to an active participation (e.g. by asking questions, casting of votes, practical exercises, group discussions, individual work, making a poster, etc.)
- **Empathy and capacity of reaction:**
put yourself in the position of your audience and adjust your presentation to its needs;
keep in mind the foreknowledge and current state of knowledge of the audience; react to the inquiries and remarks

7. Typical mistakes

Power-Point:

- too much text on the slides
- typos
- gilding the lily: embellishing (colors, fonts, pictures) without sense or reason
- too many special effects and animations

Speech:

- reading from the slides
- switching slides too fast
- ignoring the audience
- slides not in accordance to the text spoken
- speaking too much, too fast and for too long (time frame!)