



2011 APWA North American Snow Conference

Tips for Using PowerPoint Slides and Other Visual Aids

*Remember: APWA will provide an LCD projector in each session room, **but you must bring your own laptop computer.**

Visual aids such as PowerPoint slides are an effective complement to any presentation. They can help you make a point more clearly and convey information in a shorter period of time. Visual aids also enhance the retention of the information you present.

Since audience size will vary from 50 to 200+ people, it is important that your visual aids comply with the following standards so that they can be seen from all points in the room:

- Keep your visuals simple and clear. Don't crowd your visuals with too much information. Limit copy to three (3) or four (4) lines.
- Prepare visual aids large enough to be seen by the entire audience.
Font size should be *at least eighteen (18)*.
- Design visual aids for maximum audience impact. PowerPoint graphics make an impressive impact and are easy to see.
- Ensure that your visuals support your presentation and fit with the flow of information. Keep the style and look of your presentation consistent.
- Maintain eye contact. Familiarize yourself with your material so you can look at your listeners while explaining the visual aid.
- Remember that people are coming to see and hear *you*. If the colors and photos in your visuals require near darkness to be seen, you may detract from your focus and can lose the attention of a "sleepy" audience.
- Practice with your visual aids. If you are comfortable with them – your presentation will go smoothly and your audience will appreciate the effort you gave to your preparation.

Questions: E-mail cthompson@apwa.net or call Courtney Thompson at (816) 595-5215, or Phyllis Muder at (816) 595-5211 or pmuder@apwa.net