



PHYSICIANS MEDICAL FORUM

"The ultimate reason to become a medical doctor is to help people. PMF is in this business"

DOCTORS ON BOARD® PROGRAM AND COMMUNITY HEALTH INTERNSHIP 2022 VIRTUAL PROGRAMS

10 PowerPoint Tips to Make Your Slides More Effective

1. KEEP SLIDES SHORT AND TO THE POINT

- PowerPoint is a tool to support your story - avoid putting the literal text on the screen, especially if you are speaking as well
- Instead, try and shorten your bullets and keep it to the point. This causes your audience to **focus on you** instead of the slides on the screen.

2. CHOOSE THE RIGHT FONT

- Try and pick a classic font instead of a creative one. Picking the wrong font can easily cause your text to be unreadable for your audience.

X

CHOOSE FONT

THE ISSUE WITH THE WRONG FONT MAY BE THAT IT IS ALMOST IMPOSSIBLE TO READ.

V

USE FOR EXAMPLE CALIBRI OR VERDANA

THIS IS A LOT EASIER TO READ, ISN'T IT?

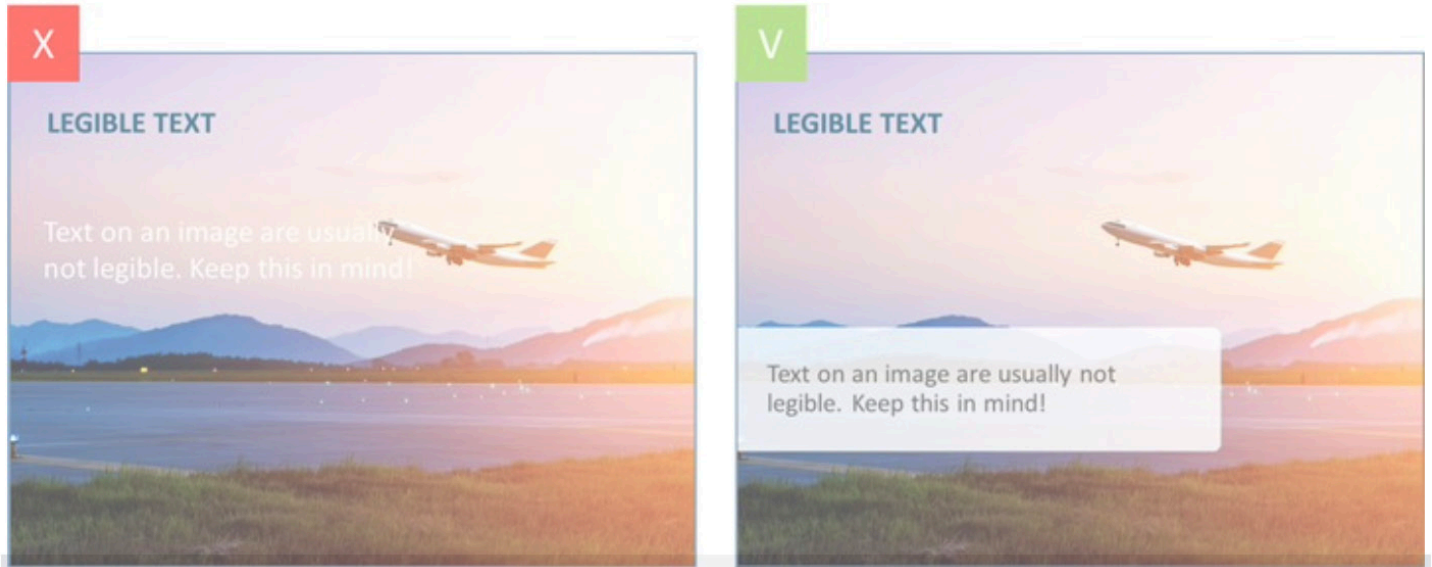
YOUR AUDIENCE WILL THINK THE SAME ABOUT THIS.

3. SIZE MATTERS

- Picking the right font size can be difficult. On the one hand your audience needs to be able to read whatever you put on the screen. On the other hand, you don't want your text to dominate the space on your slide.
 - You can have slight variation in size between headers and body text
-

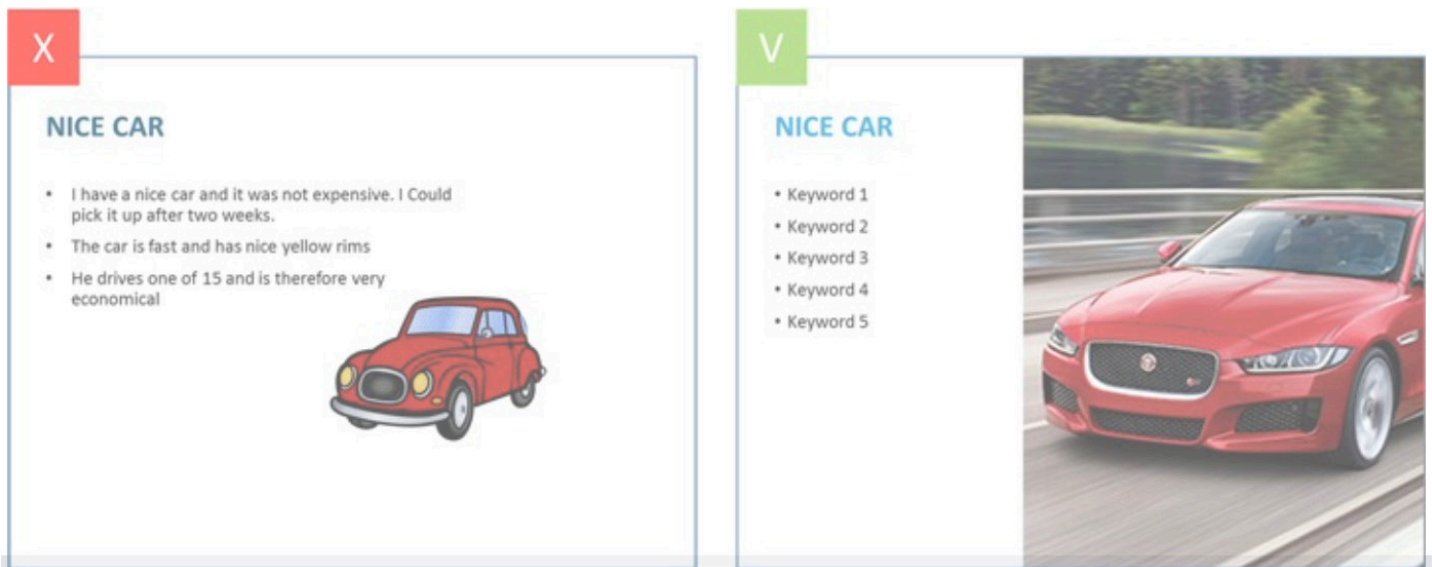
4. CONTRAST

- Besides the looks and size of your font, it is important to take contrast into account. If you're using text on a photo, make sure that your font is readable by either placing a border or casting a shadow around it.



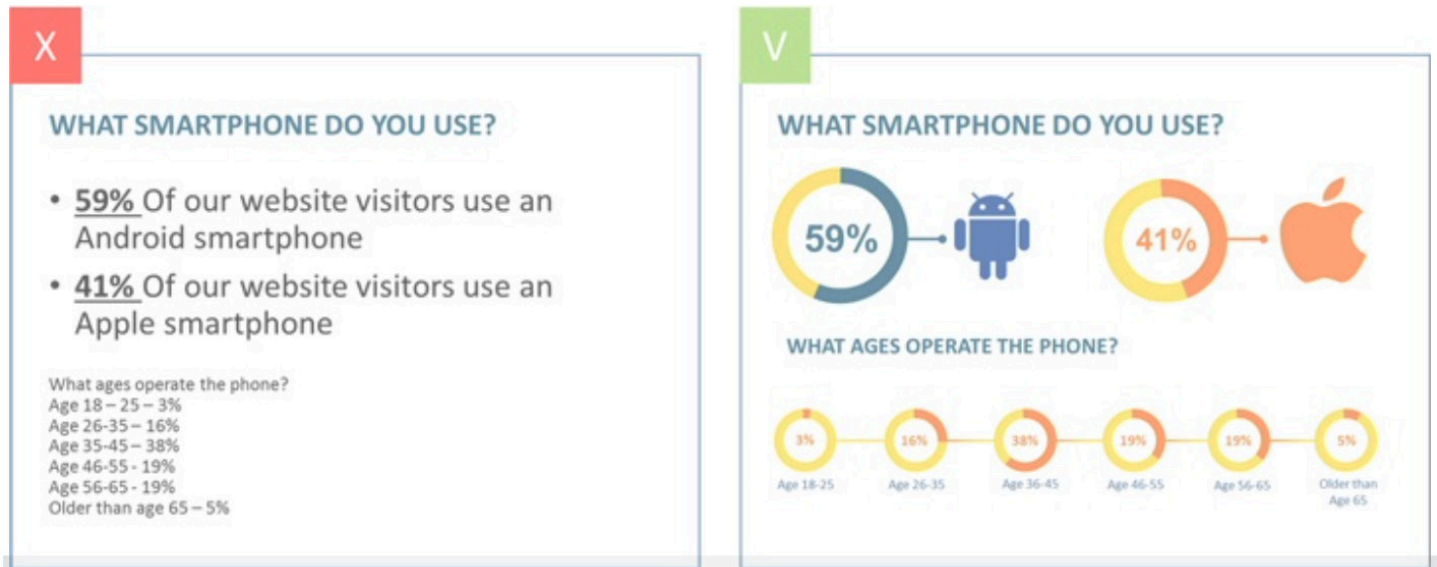
5. RELEVANCE AND QUALITY ARE KEY

- Make sure you select high quality images that support your message. We often see that when people are talking about a car, the first picture on Google images is picked. This results in inconsistency because some images tend to be illustrations and drawings, making your presentation look unprofessional or even childish.



6. SHOWING DATA ON YOUR SLIDE? VISUALIZE THESE AS MUCH AS POSSIBLE!

- Whenever your presentation contains a lot of data, it might be easier to communicate this data by using visuals, such as graphs, instead of just using text. PowerPoint offers a wide variety of 'donut-graphs', which are ideal for making comparisons.
- For example, pick the donut-graph to show your percentages in the middle of the graph. This way your audience immediately knows what you mean.



7. SIMPLIFY YOUR TABLES AS MUCH AS POSSIBLE

- Tables are usually crammed with information and numbers. This causes the slide to look crowded and chaotic. In this case it is important to visualize the tables as simple as possible.
- Delete unnecessary outlines, colors and borders. 'Keep it simple' and 'less is more' are key phrases to take in mind whilst designing tables.

TABLE SLIDE

	Header	Header	Header	Header
Header	23%	21%	29%	9%
Header	83%	62%	25%	52%
Header	89%	87%	74%	77%
Header	17%	21%	82%	65%
Header	91%	94%	48%	33%

TABLE SLIDE

	Header	Header	Header	Header
Header	23%	21%	29%	9%
Header	83%	62%	25%	52%
Header	89%	87%	74%	77%
Header	17%	21%	82%	65%
Header	91%	94%	48%	33%

8. MINIMIZE THE VARIETY OF TRANSITIONS

- PowerPoint offers the most diverse transitions, some of which are usually experienced as distracting or childish.
- A simple 'fade' effect to go from slide to slide is more than enough. Again, the phrase 'less is more' is applicable.

9. PICK YOUR COLORS ACCORDINGLY

- Colors are often used to give the slide some 'flair', but when picking colors, it is important to define your target audience and the purpose of the presentation.
- Make sure your color choices/combinations are visually appealing and work well together.

10. CREATE FLOW

- In a strong presentation, every idea leads to the next. There should be no "stops" or awkward transitions. That's true for your speech and for your PowerPoint slides.
- Know your goal. It's a lot easier to lead people to a place when you know what that place is. Every slide should bring your audience closer to your final slide—or call to action.
- Edit content to fit your template. Don't depart from your template. If an image doesn't fit, edit the image. If your text doesn't fit on the screen, break it up and create extra slides. To make a PowerPoint presentation attractive, you need to embrace the boundaries of your template.
- Create transition slides. If you need to transition smoothly from one subtopic to another, create transition slides to bridge the gap.
- Always check the spelling and grammar of your presentation!

Sources:

<https://www.ispringsolutions.com/blog/10-powerpoint-tips-to-make-your-slides-more-effective>

<https://www.digitalmarketer.com/blog/powerpoint-tips/>
