4.3 Do's & Don't

Getting Started

→This is for government

→This is not here to overwhelm or wow

→Can't look silly or cute

→Can be publicly

DO's

KEEP IT SIMPLE

- Just enough words on each page
- Keep deck itself as short as possible
- Have a 'bottom line'
- Know your audience.
- Time your presentation
- Check the spelling and grammar - Check grammar! A presentation is the worst time to see missspellingggsssss.
- Cite your sources on each slide or at the end of your presentation (Gov Talk, 2021)
- Use the same font for all your headlines.
- Use no font size smaller than 24 point.
- Be clear about purpose
- Pay attention to needs/preferences of your audience

IMAGE / FONT

- Select a font for body copy and another for headlines

- Use larger fonts to indicate importance

- Use different colors, sizes and styles (e.g., **bold**) for **_impact_**

- Use **bold** and different sizes of those fonts for captions and subheadings

- Add a fourth font for page numbers or as a secondary body font for sidebars

- Use images that the department or agency uses – usually available from the communications unit

- Select a single sans-serif fonts such as Arial or Helvetica. Avoid serif fonts such as Times

Visual

- Put repeating elements (like page numbers) in the same location on each page of a multi-page document

- To test the font, stand six feet from the monitor and see if you can read the slide

- No more than 6-8 words per line

- For bullet points, use the 6 x 6 Rule. One thought per line with no more than 6 words per line and no more than 6 lines per slide

- Use dark text on light background or light text on dark background. However, dark backgrounds sometimes make it difficult for some people to read the text.

- Clearly label each screen. Use a larger font (35-45 points) or different color for the title.

PLAN

- Plan carefully: Define you desired outcome

- Do your research.

- Leave time for Q & A.

- Be prepared to be interrupted

- Speak comfortably and clearly

- Avoid cliché or overfamiliar sayings like "You guys…" or "Like,…..'

- Review important points

- BLUF: Bottom Line Up Front: Give a brief overview at the start. Then present the information.

Finally

- Use a wireless mouse or pick up the wired mouse so you can move around as you speak

- If sound effects are used, wait until the sound has finished to speak

- If the content is complex, print the slides so the audience can take notes

- Talk to your audience, not the slides - face them!

- Something WILL go wrong- test your presentation before you show it

- Cite your sources on each slide or at the end of your presentation.

- Always have a backup of your presentation on hand

- Be prepared to do the presentation without the PowerPoint…professional

- Always print handouts for the audience

- Use the three-slide notes print option

DON'T's

KEEP IT SIMPLE

- Put too many words into a presentation deck (like this entire presentation)

- Make the deck too   l   o   n   g

- Try to say too much / avoid long sentences

- Crowd a reading deck with pictures

- Get too *fancy* with *graphics* or images

- Avoid excessive transitions, crowded pages, images that are obviously stock and of questionable relevance

- Avoid complicated transitions and sound effects that can go wrong

- Avoid *italicized* fonts as these are difficult to read quickly

- Avoid abbreviations and acronyms

KEEP IT SIMPLE

- Do not use ALL CAPS EXCEPT FOR TITILES

- Don't use more than four fonts in any one publication.

- Don't make too many slides…avoid the "slide rush" (trying to rush through the last 20 slides because you ran out of time).

- Avoid getting hung up on the first few slides, spending too much time on them

- Avoid the use of CAPITALIZATION as an emphasis and the use of exclamation marks!!!!!!!!

- No emojis

AND REMEMBER…

- No "You guys" or "You people"

- Don't just read what's on the board…the audience can read that- Use a visual

- The presentation is a starting point. Leave material off the slide so you have something to say

- Avoid apologizing for a presentation

- Do not read the presentation. Practice the presentation so you can speak from bullet points

- The text should be a cue for the presenter rather than a message for the viewer

- Do not turn your back on the audience. Try to position the monitor so you can speak from it