

SMSA PRESENTER and PRESENTATION GUIDELINES



SMSA PRESENTER'S GUIDELINES

Know your audience.

Your audience will include State Coordinators, Instructors, and a wide variety of stakeholders.

What's your "SOCO" or Single Overriding Communications Objective?

If they remember nothing else from your presentation, what's the one thing you want your audience to remember or do?

Less is more.

Communicate simply and clearly so that your message is understood.

Be prepared.

Practice! Preparation builds confidence, and confidence comes across to your audience. Ask someone you trust to review your presentation and your slides.

Know your equipment.

Get to the room early and test the projector, microphone, Internet connection, network connection, laptop hookup, speakers, your notes, etc. Be prepared for the technology to fail.

Don't apologize.

If you make a mistake don't draw attention to it. The audience is interested in the message; focus on the content and move on.

Be yourself.

Be authentic. People can usually tell if you're faking it.

Get moving.

Don't be afraid to move around. Use your hands and arms to gesture.

Engage your audience.

Nobody likes a lecture. Research indicates people only remember 5% of material they passively listen to.

Be Educational.

Presentation shall be educational in nature and **shall not** promote a company or a product. Presentations are not a sales pitch. Company logos may be placed on the slides.

TIPS FOR BETTER POWERPOINT SLIDES

1. **Your PowerPoint should enhance your presentation, not be the entire presentation.**
Plan your presentation based on who your audience is, what you're trying to convey and what, if anything, you want the audience to do with the information once they walk out of the room. The audience is there to see, hear, and be persuaded by you, not your slides.
2. **Never, ever, read directly from the slides.** Bullet points on slides can help the audience track your message, but no one wants or needs to have slides read to them.
 - a. The slides are the visual representation of your main ideas. They should reinforce what you're saying. Save the paragraphs for your speaking notes.
3. **Keep it visually interesting.** Don't let your message get derailed by slides that are too complicated.
 - a. **Use high-quality graphics including photographs.**
 - b. **More images, fewer words.** Think of each slide as a billboard. Use large type – 30 to 60 point. Try having an image fill the slide. Your slides should illustrate your presentation; they are not the presentation.
 - c. **Avoid too many slices of pie.** Pie charts work when they're simple. If you have more than three slices in your chart consider using another option. Bar charts are good for comparisons.
 - d. **Use video and audio when appropriate.** Using video clips to show concrete examples can promote active cognitive processing, which is the natural way people learn. You can use audio clips as well. And unless you are a professional clown, no cheesy sound effects. Test videos and links before the presentation.
 - e. **The three word challenge.** Keep only the main points on the slide; everything else should be in your notes. Never, ever read from the slide.
4. **Make it engaging.** Spend time in the slide sorter. Use PowerPoint's slide sorter to see how the logical flow of your presentation is progressing. Cut the fluff. **Make every slide and every word earn its place in your presentation.**
 - a. Simple, compelling slides help highlight your key messages.
5. **Make it professional.** Ask two people to review your slides. Have them check your math on any graphs or charts and **double check your spelling and grammar** on any words and phrases you use. Ask them if the images you selected seem appropriate for your topic.
 - a. Use handouts (at the end of your presentation) to help hammer home your message. Copies of your slides are generally not a good handout.

SMSA master PPT style guide

Style guide

OFFICIAL FONT

- Official fonts:
 - Arial for call-out boxes*
 - Century Gothic for everything else, (i.e., slide titles, body text, etc.)
- Font sizes:
 - Size 60 font for transition slide title.
 - Size 28 font for slide titles.
 - Size 20 font for sub-titles.
 - Size 22 for body text.
 - Size 20 for second level main body text.

640,162
tons of materials recycled over the life of the bridge program

*Example call-out box



Color palette

Not listed, but white and black are also appropriate text colors

Style guide

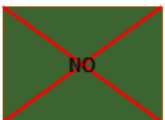
PRIMARY COLORS	R70 G70 B70	Main body and title text color and full color background option
	R0 G88 B0	Version used on full color background
	R23 G55 B94	Third option for full color background, or when another blue is needed (i.e., in charts)
SECONDARY COLORS	R27 G88 B124	Subtitle color on white background
	R188 G176 B146	Subtitle color on color background and agenda slide
	R193 G152 B89	Used ONLY as a subtitle on green fill background
	R178 G107 B2	Tertiary color for charts



Color for backgrounds

Style guide

- YES
 - ✓ Background colors should be light in color with "white" being the preferred color.
- NO
 - Avoid dark color backgrounds.
 - Avoid busy background images or patterns that are overly distracting.

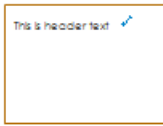


General guidelines

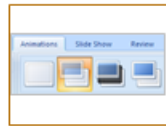
Maintaining the SMSA appearance

Style guide

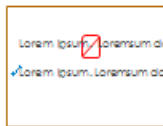
USE...
Sentence case in all headers



USE...
"Fade Smoothly" transitions



USE...
A single space after a period.
Utilize the find tool (Home Tab: "Find" or CTRL-F)



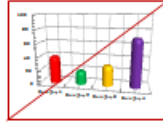
AVOID USING...
Drop shadows



AVOID USING...
Smart art



AVOID USING...
Bevels, 3D, extra tick marks, grid lines, rainbow colors, etc.



Imagery and graphics

Maintaining the SMSA look

Style guide

USE...
Powerful full screen imagery with negative space for copy whenever possible



USE...
Imagery that faces the direction of the content



USE...
Consistent alignment of headers and main body text from slide to slide.



AVOID USING...
Slides with a small picture/heavy text or bullets to the right. Utilize "notes" section to avoid text-heavy slides.



AVOID USING...
Images with lots of "Noise" behind engaging copy



AVOID USING...
Cheesy stock imagery (no hand shakes!), clipart, distorted, stretched or pixelated images and logos

