

GUIDELINES FOR PLATFORM PRESENTATIONS

Important:

Each platform presenter has a total of 15 minutes: 12 minutes to speak plus 3 minutes for questions, answers, and discussion.

EACH PLATFORM PRESENTER MUST BRING HIS OR HER OWN LAPTOP COMPUTER TO MAKE THE PRESENTATION. Presentations will not be preloaded to a central computer in the Speaker-Ready Room.

Please follow the instructions below **PRECISELY**:

1. **You must supply your own laptop computer.** A data projector (with necessary cables) will be supplied. Those using a Macintosh computer must bring their own MAC to VGA adaptor (usually supplied with computer.)
2. **You must test/preview your computer-generated presentation** at the meeting, in the meeting room, one hour prior to the beginning of your assigned platform session time block.
3. **You must bring a back-up of the presentation on a portable CD or drive in case your laptop fails.** If a presenter's laptop fails, the presenter is responsible for finding a replacement, perhaps by borrowing a friend's.
4. **If you must cancel your presentation, or you wish to change presenters,** please notify Suzy Brown at the GSA Administrative Office <sbrown@genetics-gsa.org> no later than March 1. Updated information received by that date will be included in the program addendum.
5. **Please pay close attention to your time.** There are other presenters during the same time slot and we want all presenters to have their full 12 minutes of presenting time. If your Q&A time runs over, please meet with participants in the lobby outside of the meeting room to continue your conversation so that the program can stay on schedule.

Helpful Tips for Effective Presentations

Your PowerPoint presentation should help clarify ideas, emphasize key points, show relationships, and provide the visual information your audience needs to understand your message. Please consider the following suggestions as you plan your presentation:

- A. Keep visuals clear and easy to read. Abbreviate your message. Simple graphs, charts and diagrams are much more meaningful to an audience than complex, cluttered ones. When preparing your presentation, limit the information on each screen to a single point or idea, and ideally, not more than 5 lines of text per screen. Keep each screen simple with plenty of open space.
- B. Avoid using too many patterns and graphics in one frame.
- C. Use a minimum of words for text and title frames. Five to eight lines per frame and five to seven words per line are the maximum—fewer is better.
- D. Choose upper and lower case lettering, which is more legible than all capital letters.
- E. Vary the size of lettering to emphasize headings and subheadings, but avoid using more than three sizes per frame.
- F. Select sans serif type (example: Arial), which projects better and is easier to read than serif type.
- G. Maintain the same or similar type sizes from frame to frame, even if some frames have less copy than others.
- H. Keep all type horizontal, even in charts.
- I. Consider color with care. A dark background with highly contrasting text and graphics is most readable. Cool colors (example: deep blue, turquoise, purple) appear to recede and make white or light colored text more readable. In one study, blue was found to be the most effective background color for projection. Do not use red for text; it is extremely difficult to read.
- J. Highlight your main point or heading with a dominant color (example: yellow for the heading, white for body text). Avoid the use of intensely bright or saturated colors that compete with the text.
- K. Maintain a consistent color scheme. Use no more than six colors throughout your presentation.
- L. Select backgrounds to enhance your text or graphics. A background that transitions smoothly from lighter to darker shades of the same hue can be effective. Some software packages permit the gradation from one color to another. A textured background can be effective, but it should not detract from or compete with text or images.
- M. Consider photographs for added interest. Combined with simple, straightforward graphics, illustrations, cartoons and artwork, photos can bring another dimension to your presentation.
- N. Remember the basics of good design: Plan a template. Use colors consistently with light fonts on a dark background. Keep text clear and easy to read.