THE FIVE GOLDEN RULES OF POWERPOINT PRESENTATIONS

MODULE 2: WHAT CAUSES CLIMATE CHANGE?

1. **5 BY 5**

Each slide should have no more than 5 lines; each line should have no more than 5 words.

- **Why?** People cannot listen and read at the same time. Don’t put them in a situation where they have to choose between listening to you and reading the screen.
- **How?** Use phrases, not whole sentences. Make your phrases your prompts – just enough to remind you of the point. Save the detail for your voice.

2. **FONTS**

Use font size 24+ for titles and 20+ for body, and no more than two fonts per slide.

- **Why?** People need to read it quickly. More than two fonts look untidy and make the area of emphasis unclear.
- **How?** Set up a template for each slide before you begin.

3. **PICTURES**

A picture is worth a thousand words.

- **Why?** Pictures reduce explanation time by 40% and increase the ability to remember points by up to 50%. They are more likely to evoke an emotional response and lead to behaviour change.
- **How?** Use photos, cartoons, graphs, pie charts and diagrams where possible. Search royalty-free internet sites such as [www.fotosearch.com](http://www.fotosearch.com) and [www.funnybanners.com](http://www.funnybanners.com).
4. **BODY LANGUAGE**

Use body language to show people where to look.

- **Why?** As with using pictures, gesturing engages your audience and saves time.
- **How?**

  Your body language:  
  - Presenter moving around ➔ Look at presenter!
  - Presenter looks at screen ➔ Look at screen!
  - Presenter gestures at screen ➔ Keep looking at screen!
  - Presenter moves around again ➔ Look at presenter!

5. **TIMING**

Keep your presentations under 15 minutes.

- **Why?** The average attention span of an adult is 17 minutes.
- **How?** Give your audience a break after 15 minutes – this could be a short pair work exercise, a round of questions, an audience-led review of what you have covered so far, or simply ask them to change seats! Using two presenters is a good idea as people’s concentration increases every time they change their focus to a new speaker.