

PPT Screen Presentation	Dos	Donts
<h2>Design</h2>	<ul style="list-style-type: none"> <li>Full screen images</li> <li>Metaphorical images [animals, street signs, football field, ...]</li> <li>Only black or white background</li> <li>Black background, white text [more powerful]</li> <li>Use of Calibri with large size letters</li> <li>Text boxes [black or white] with 30% transparency on top of image</li> <li>Always use the entire space of your slide</li> </ul>	<ul style="list-style-type: none"> <li>Animations [They disturb you, they disturb your audience]</li> <li>Low resolution images</li> <li>Images with watermarks [Stockphoto, Getty]</li> <li>Bullet points [More stylish: use tables with thick frame line, same color as background]</li> <li>Cliparts [Man, will they never die?]</li> <li>Small, non-full screen images</li> <li>Corporate logo, corporate design/template [spare your self-celebration for your print-out version]</li> <li>Artistic typos</li> </ul>
<h2>Content</h2>	<ul style="list-style-type: none"> <li>First slide [metaphorical image] = Last slide [Remember: Your first impression is key. Make an emotional impact with an emotional full screen image]</li> <li>One [!!!] idea/message per slide</li> <li>Little text, buzz words, buzz phrases</li> <li>Numbered lists [01, 02, 03, ... Twitter generation]</li> <li>“Magical” equations [e.g. The Trust Equation]</li> <li>Just “mysterious” numbers [e.g. 108,456€]</li> <li>Simple, direct language</li> </ul>	<ul style="list-style-type: none"> <li>Multiple messages/ideas per slide [If your slide has two messages, do two slides]</li> <li>Full sentences [Only one exception: quotes]</li> <li>Abbreviations, acronyms</li> <li>Contact data [egocentric, boring]</li> <li>“Thank you” slide [Down-turner, boring. The same way you don’t say “Thank you” at the end of your speech, don’t use a thank you slide. Thank you!]</li> </ul>
<h2>Others</h2>	<ul style="list-style-type: none"> <li>Speak &amp; click [tension building transitions]</li> <li>Always create two ppt versions [Print (numbers, text, facts) vs. Screen (images and buzz words, buzz numbers)]</li> <li>Plastified onepager A5 as handout [feat. The Seven Minute Star Speech Structure Building. Only if really, really needed]</li> </ul>	<ul style="list-style-type: none"> <li>Click &amp; speak [“Ah, and then also...” transitions]</li> <li>Never look at the big screen [Your back and your audience hate each other]</li> <li>Never walk in the light beam of the projector</li> <li>Never say “Sorry”, if something goes wrong</li> </ul>