

Presentations - The 10 Golden Rules

- ① **PREPARE EARLY** (give plenty of time for corrections: consult your trusted colleagues/workmates)
- ② **WHO are you talking to?!** Adapt the level of your talk to your audience!
- ③ **max. 30 SLIDES** for a 20-minute talk; number the slides consecutively
- ④ **SLIDE SHOW:**
keep it simple and clear, nice and crisp (don't overload/don't clutter!);
flow/bridge/connect; emphasize what's really important!
- ⑤ Outline **FORMAT** (NO full sentences); "corporate" identity/design, consistent style, uniformity; sans serif (36/24 pt); British OR American (NOT both!); add some "spice" (object on display or to pass around; soundtrack; very short video clip .. etc.)
- ⑥ **AVOID PLAGIARISM!** Cite the source of any "external" figures on the according slide (i.e., never just steal from others)
- ⑦ **REHEARSE**, real time! ... on the spot!
(facilities, equipment, technology, personnel); projector/beamer, laser pointer, remote slide control, acoustics, board, dimmer; Plan B !?
- ⑧ **DAY BEFORE** the show: eat and sleep well (everything will be alright!)
- ⑨ **READY, STEADY, GO!** Go there early (30 minutes!), set up ... and allow 10 min before the show to leave the room and "breathe", gain confidence (rushing is a killer!) – You're ready, relax!
- ⑩ **In the SPOTLIGHT:** face the people (NOT the board/projection screen)!

GOOD LOOKs ??? – GOOD LUCK !!!

presented by yours sincerely

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