

# InSight Presentation Preparation Best Practices

## ***Text and Styles***

- Use text sparingly.
- Keep your points in a short, concise, outline form. This will inform the audience about the topic and will also help you remember your key points for discussion.
- Use keywords or phrases to point out the important topics of your discussion. There is no real need to write in full sentences, as this will unnecessarily clutter your slides.
- Use a font and color that is easily read from a distance as many conference session rooms can be reasonably large, wording should be clear and legible. Rule of thumb is no smaller than 18-20 point size.
- Slides should have not more than five bullets and each bullet should be no longer than two lines.

## ***Slide Formats***

- Include a title slide that clearly outlines the session title, speaker information (name/company) and the assigned session code or number. This allows participants to quickly determine they are in the correct session.
- Keep your slide titles on successive slides to one or two lines.
- Number of Slides: A typical rule of thumb is to have one slide for each 1.5 to 2 minutes of the speaker portion of the presentation (not including the Q&A time).
- Stick to one topic per slide, however if the topic is more detailed, you can have multiple slides per topic. In this case, the same title should be used on each slide, with the word "cont'd" at the end of the title in all instances after the first use.

## ***Visual Appeal***

- Use other sources of information besides text in your presentation to add interest. Pictures and visual effects can add to the attractiveness of a presentation if used correctly. However, be careful that those tools don't override the information you are trying to convey.
- Do not use more than four colors in your presentation. Avoid red letters, which are difficult for some people to read. The best readability comes with high contrast of intensity rather than by clashes of color.
- Use proper alignment. All type is upper and lower case, flush left, ragged right.
- Be consistent in presenting information in an organized, logical manner.

## ***PowerPoint Presentation Template***

InSight asks that all speakers use the official InSight Annual Conference PowerPoint template. The following templates can be found on the Speaker Resource Page.

- InSight Customer PowerPoint Template
- McKesson Speaker PowerPoint Template

Please use Verdana 18 or 20 point Font.