

ANNUAL FOREST INVENTORY AND ANALYSIS SYMPOSIUM

Guidance for Oral/Slide Presentations

1. FORMAT

- a. Audio-visual experts recommend a dark background with light text.
- b. Use a font size that is readable; usually not less than 28 but preferably larger.
- c. Use bullet points on slides.
- d. Do not include more than 3-5 bullet points per slide.
- e. Avoid excessive text in bullet points; none should exceed one line on the slide.
- f. If you use a framework for your slides (e.g., organizational logo, picture background, abstract designs), be sure it leaves enough room for text of sufficiently large font and that it does not distract from your presentation content.

2. CONTENT

- a.. Immediately following the title slide, include a slide clearly stating the objective of the study and a brief outline of your talk
- b. Orally discuss and explain the relevant issues associated with each bullet point on each slide.
 - (1) The reason it is called an oral presentation is because the material requires oral discussion and explanation.
 - (2) If the material does not require oral discussion and explanation, then the presentation should be as a poster
 - (3) Do not put long textual content on slides.
 - (4) If the audience wants to read text, they can read your paper.
 - (5) Do not just read the text on your slides; as the expert, you should be able to contribute something more to the discussion and explanation than just your text.
- c. Use graphics and figures liberally.
- d. Graphs: Avoid busy slides. Take the time to carefully address the following:
 - (1) State the title of the slide
 - (2) Describe the horizontal axis
 - (3) Describe the vertical axis
 - (4) State the meaning of each point or line
 - (5) Summarize the message the slide is intended to convey
- e. Tables: Avoid tables with long rows and columns of numbers. Take the time to carefully address the following:
 - (1) State the title of the table.
 - (2) Describe each column in the table.
 - (3) Describe each row in the table.
 - (4) Summarize the message the table is intended to convey.
- f. End your presentation with clear statement of 2-4 conclusions
- g. Consider using animation to make bullet points on the same slide “appear” or “fade in” so that the audience does not read ahead of your presentation.

3. GOOD ADVICE

It is extremely unlikely that by the day following your presentation the audience will remember more than 1-2 points from your conclusions. Therefore:

- a. Focus your entire presentation on the 2-3 crucial points that you want the audience to remember.
- b. Avoid any and all unnecessary and unimportant detail that will distract your audience from remembering those 2-3 crucial points.
- c. Avoid formulae and equations whenever possible. An old adage says that for every formula or equation, you lose 10-15 percent of your audience. Do it with pictures whenever possible.