



The speaker's role – some suggestions for presenting successfully

There are two major aspects your talk should always accomplish:

Inspiration and interest – YOU make the difference

- Make the audience understand you as a person: attending a conference is about meeting and experiencing people, not textbooks
- don't be afraid to show that you're feeling anxious but be enthusiastic about the topic you are presenting
- Powerpoint presentation has been a wonderful invention but it is a tool (and tends to bore the audience): be aware that people may remember between one to three core issues from a 10 min. talk.

Follow some common rules for a successful ppt – presentation

- **The 5x 7 rule:** do not exceed per slide 5 lines with a maximum of 7 words or 7 lines with a maximum of 5 words on each slide
- **The “28 point”- rule:** please choose letter size of 28' or higher
- **The “1 slide per minute” – rule:** if you add explanations per slide follow this rule even stricter
- **The “slide- mouth- consistency” rule:** be consistent with what you say and what you show at the slide. Allow time for reading.

Additional rules:

- Do not overwhelm the audience with animation
- Avoid “title capitalization”: capital letters are difficult to read.
- Make sure that your file is compatible with windows- software (especially for MAC-users)

Your audience will appreciate you

- for communicating with them and not with the screen
- for talking slowly and pronouncing as clear as possible
- for having eye contact with the audience – at least from time to time
- for stating take-home- messages and/or open questions (stick to the 5x7 – rule)
- for indicating website/ e-mail address for further information on the last slide (Give time for writing!)
- for giving references in sufficient size
-and for going below the time limit: this will allow a more relaxed discussion (also your presenting colleagues will love you for this!)