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Dear Producers,

Question: What are some key tips on the use of PowerPoint?

Answer: A decade ago, the PowerPoint revolution hit at full force and the bells and whistles of this “new” technology were too tempting to ignore. Bullet points flew everywhere and slides would “checkerboard” on and off the screen. Annoying sound effects interrupted the speaker at regular intervals.

We quickly learned that PowerPoint and other visual support programs can enliven a presentation, but only if used appropriately, strategically and in moderation. The visuals should make the presentation easier to comprehend – it shouldn’t distract from the speaker’s message.

Here are just a few tips on using PowerPoint:

The Fewer Words the Better:

Encourage speakers not to place the text of their speech on their slides. This is a huge mistake some presenters make, but if an audience member is busy reading a speaker’s slides, they are not listening to what is being said.

A Picture’s Worth a Thousand Words:

Use graphic images to represent what is being said whenever possible. Images help illustrate a point without distracting from the content of the speech.

Hold the Bells and Whistles: Use slide transitions and bullet builds selectively. Dramatic transitions between slides and bullet points that “do cartwheels” as they enter the screen, distract the audience and become annoying rather quickly.

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Use Color... Appropriately: Nothing is more boring than white slides with black type. Utilize appropriate colors that complement one another and make the slides easy to read and comprehend. Use a consistent color palate and theme – don't change your background or font style every few slides.

Size Matters: Font size should never be less than 20 point, otherwise much of your audience will be unable to read the

information. Graphs should be simple with limited words and sized as large as possible.

Each issue, we try to answer your production-related questions – from logistics to creative and beyond. We find the answers and share the tricks of the trade to help you be better prepared for your next big event. No question is too small to handle. Please submit your queries to us at

James Moore, president of Moore Presentations, a full-service presentation design and management company, has worked in video production, presentation design and event execution for more than 25 years. Mike Jorgensen, a multi-media program manager with Puget Sound Energy, has more than 20 years experience in multi-media technology. Terry Onustack, CMP, Moore's director of operations and marketing, spent nearly 14 years as a corporate meeting and communications manager.

Announcing More **Networking** Opportunities!

The first ever MPIWSC **"Strictly Social"** event that took place at the **Novelty Hills Januik Winery** on June 7th was a great success. Thirty-two members and guests came to the reception raising \$160 in donations that will be contributed to MPI Foundation. MPIWSC would like to extend a very big thank you to Novelty Hills for providing the fabulous food and wine for our event. Read below for the next two Strictly Socials and mark your calendars.

"Strictly Socials" are a new set of events for MPI members and guests. These events are an opportunity to network and visit with your industry colleagues. The fee for attending these events is a **\$5 cash donation** to the MPI Foundation.

Please Join us:

Wednesday, August 8th, 5:00 – 7:00 PM

TAP HOUSE GRILL SEATTLE (opened June 2007)

Thursday, October 11th, 5:00 – 7:00 PM

HEATHMAN HOTEL KIRKLAND (opened July 2007)

More information is available on the Chapter Website at www.mpiwsc.org