

# THE FIVE GOLDEN RULES OF POWERPOINT PRESENTATIONS

## MODULE 2: WHAT CAUSES CLIMATE CHANGE?

### 1. 5 BY 5

Each slide should have no more than 5 lines; each line should have no more than 5 words.

- **Why?** People cannot listen and read at the same time. Don't put them in a situation where they have to choose between listening to you and reading the screen.
- **How?** Use phrases, not whole sentences. Make your phrases your prompts – just enough to remind you of the point. Save the detail for your voice.

### 2. FONTS

Use font size 24+ for titles and 20+ for body, and no more than two fonts per slide.

- **Why?** People need to read it quickly. More than two fonts look untidy and make the area of emphasis unclear.
- **How?** Set up a template for each slide before you begin.

### 3. PICTURES

A picture is worth a thousand words.

- **Why?** Pictures reduce explanation time by 40% and increase the ability to remember points by up to 50%. They are more likely to evoke an emotional response and lead to behaviour change.
- **How?** Use photos, cartoons, graphs, pie charts and diagrams where possible. Search royalty-free internet sites such as [www.fotosearch.com](http://www.fotosearch.com) and [www.funnybanners.com](http://www.funnybanners.com).

## 4. BODY LANGUAGE

Use body language to show people where to look.

- **Why?** As with using pictures, gesturing engages your audience and saves time.
- **How?**

Your body language:

Presenter moving around →

Presenter looks at screen →

Presenter gestures at screen →

Presenter moves around again →

The audience understands:

Look at presenter!

Look at screen!

Keep looking at screen!

Look at presenter!

## 5. TIMING

Keep your presentations under 15 minutes.

- **Why?** The average attention span of an adult is 17 minutes.
- **How?** Give your audience a break after 15 minutes – this could be a short pair work exercise, a round of questions, an audience-led review of what you have covered so far, or simply ask them to change seats! Using two presenters is a good idea as people's concentration increases every time they change their focus to a new speaker