AMERICAN COLLEGE of CARDIOLOGY®

KEY POINTS IN PREPARING AN EFFECTIVE PRESENTATION

The **ACC Faculty Resource Center: Tools For Moderators and Presenters** offers materials and resources intended to help ACC's faculty in their important role of facilitating collegial learning experiences. The below are key points from these resources to help you in developing your presentation.

STEP 1: GET READY

The following will help you to outline your presentation. Ask yourself…

- What are the goals and objectives of my presentation? What are the most important key takeaways that I want my audience to have?

- What are the tools/methods/approaches I will use to help learners meet these objectives? (Are you presenting a case, showing a video, utilizing audience response system (ARS)?)

- Who is my audience? Connect your objective/key takeaway points to learners' experiences so that they are useful.

STEP 2: DEVELOP A TIMED OUTLINE

Develop an outline for your presentation based on your learning objectives that adheres to the time allotted.

- Develop a timed outline before you develop your teaching tool (e.g. PowerPoint slides) to ensure you have enough time for your key points, learner engagement, and any ARS questions. (when available).

- Divide your presentation into digestible "chunks" of content for your learners to absorb and retain. Remember, less is more.

- If you start a presentation by saying "buckle your seat belt because we have a lot to cover", stop and cut 25 – 50% of your content. It is NOT your responsibility to cover everything. The less you cover, the more your audience will remember and take away from the presentation.

STEP 3: DEVELOP YOUR SLIDES

Your presentation slides should be simple, legible, and engaging. Tell them what you plan to talk about, talk about it, then remind them what you've talked about.

Your slides should include:

- No more than 1 slide per minute of presentation. A 10-minute presentation should have no more than 10 slides.

- Your presentation's title, objectives, and an overview of session (how you will help learners meet objectives). Consider a summary slide that outlines your top 3 – 5 key takeaways for the audience.

- Be realistic about the time needed to be effective with engagement and ARS questions. Plan for 2 – 3 minutes to ask an ARS question and get feedback. If you plan to have a discussion after an ARS question, remember to build in time for those activities, too.

- When you can, SHOW rather than TELL. Use simple and easy to read slides with visuals, illustrations, graphs, etc.

- If using PowerPoint, include:
  - Empty Space on slides
  - No more than 3 key points per slide and 5 – 6 lines of text per slide.
  - Font size of 24 or greater; 36 is better
  - Contrasting colors to highlight key words and create visual impact

Your slides should NOT include:

- All words you plan to say (utilize speaker notes in PowerPoint when Presenter Mode is offered).

- Small text or graphics that would lead you to say, "I know you can't read this" – STOP – and change your slide.

- Distracting backgrounds on the slides.

STEP 4: PRACTICE!

Practice makes perfect – and decreases anxiety!

- Time it! Use your content outline to help you stay within your time. You will have to edit slides or delete content if you run long.

- If you're presenting virtually, practice virtually! Ask a friend, family, or colleague to listen!

- Consider using PowerPoint recording feature to practice playing back your presentation.

STEP 5: PRESENT. REMEMBER, ENTHUSIASM FOR YOUR TOPIC IS CONTAGIOUS!