



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 effective learning experiences.

## KEY POINTS IN PREPARING AN EFFECTIVE CASE PRESENTATION

### Step 1: Understanding the Task

Ask yourself...

- **Who is the audience?** Know learners' experiences and expectations in mind.
- **What is the breakdown of the conference topics?** How will the case presentation be used in the session (e.g., introduction, a case, after a case?)
- **What is the specific goal the presentation?** Are there key takeaways or questions that I want the audience to have?

### Step 2: Selecting a Case & Outlining the Presentation

- **Define your teaching points** and learning objectives to identify the case to present.
- **Decide if an audience response** question should be used as a part of your case to enhance engagement and learning.
- **Create a timed outline** of how the case will be presented, including any time for audience engagement.
- **Discuss the case selection and outline with presenters and moderator**, including transitions between presenters (e.g., ending the case presentation with an open-ended question to be addressed by subsequent speakers).

### Step 3: Developing Your Slides

#### Steps for Impactful Slides

- **Keep It Brief:** Aim for one slide per minute. A 5-minute case? Roughly 5 slides. Using audience response to spark discussion – then use fewer slides.
- **Show, Don't Tell:** Use clean visuals, illustrations, and graphs to communicate your message.
- **Less is More:** Stick to short bullet points—around 5–6 lines per slide—to keep text minimal over large blocks of text.
- **Stay Legible:** Use at least 24-point font and high-contrast colors to highlight key information.
- **Animate Wisely:** Use animations judiciously—make sure they support your point, not distract from it.
- **Plan Ahead:** Finalize your case early so it's ready to circulate for feedback to other members before your session.

#### Pitfalls to Avoid

- **Script Overload:** Don't let your slides double as a teleprompter. Use them as visual cues—not your full script.
- **Eyes on the Room:** Leverage speaker notes for guidance but keep your focus on your audience.
- **Engage, Don't Recite:** Speak directly to your listeners, not the slides.
- **Readable is Key:** Avoid tiny text or graphics that force you to apologize for the font size.
- **Keep It Clean:** Ditch distracting backgrounds in favor of clear, uncluttered visuals.

### Step 4: Practice!

**Practice makes perfect** – and decreases anxiety!

- Practice your presentation aloud and time it. Edit slides as needed (i.e., reducing extraneous content).
- Practice in an authentic setting. If the session is in-person, practice in front of others in-person. If the session is virtually, practice virtually with others.