

## **43+1 Questions a Meeting Planner Should Ask Every Presenter**

By Dave Paradi, MBA, co-author of Guide to PowerPoint

1. What is the goal of your session? What will the audience do/know/feel at the end of your session?
2. What type of session are you planning? An informative one to let people know about a topic and your views on it or a persuasive one where you want them to do something differently at the end of the session?
3. How do you define the audience for your session in terms of position in the industry and knowledge of your topic?
4. What expertise are you bringing to the session that gives you credibility in front of the audience?
5. What are the 3-5 key points you will be making during your session?
6. How do your 3-5 key points move the audience from where they are at the start of your session to where you want them to be at the end of the session?
7. Do you have supporting information for each key point? Are you using expert opinions, facts, statistics, stories, analogies and examples?
8. Have you verified the truthfulness of all quotations, statistics and examples?
9. How will your visual support enhance your message?
10. How have you considered what handout you will be giving (if you need to give a detailed handout, prepare one, do not simply pack the slides with more detail and print them)?
11. Have you used the Slide Master to give a consistent look to all slides in your presentation?
12. Have you selected text and background colors that have high contrast so they will be readable?
13. Have you used fonts of 24 point or bigger for all text (28 point or larger preferred)?
14. Have you used easy to read fonts (little use of script fonts)?
15. Have you restricted font use to three fonts or less (so slides do not look cluttered with fonts)?
16. Does each slide observe the 6x6 guideline (maximum 6 words per line and maximum 6 lines per slide)?
17. Do the slides use bullet points instead of sentences?
18. Did you build the bullet points one by one on the slide using the animation effects (instead of all bullet points appearing at once)?
19. Have you ensured that there are no spelling errors on your slides?
20. Did you restrict your use of text animation effects to those where the movement occurs inside the boundary of the text (so that people are not chasing your text all over the screen)?
21. Have you used graphics/audio/video only when they add to the message of a slide (not just because you liked the image)?

22. Do the graphic colors have high contrast with the slide background (so they can be seen)?
23. Did you avoid using the clip art that is overused by everyone else?
24. Did you avoid using animated graphics (those that move on their own)?
25. Have you made sure that all audio and video segments are clear and high quality?
26. Have you obtained written permission to use all images or audio/video segments or have a license to do so?
27. Have you observed the rules of “reasonable use” when quoting text?
28. Have you given recognition on the slide when using other’s material?
29. Have you selected the appropriate chart type for the data?
30. Do the chart colors have high contrast with the slide background?
31. Have you given each chart a title that indicates the conclusion you want the audience to draw from the chart?
32. Is the chart text large enough to be read clearly?
33. Have you misled the audience with your choice of slide axis scales (that make a small change look larger because of the scale of the chart)?
34. Did you add emphasis to highlight key chart areas?
35. Do your tables of data observe the 6x6 guideline (six rows per table and six columns per table)?
36. On diagrams, have you used lines at least 2 ¼ pt thick (or thicker) so that the lines are easily seen?
37. Have you tested all slides in a full run-through to make sure the animations work as expected?
38. Have you set the headers and footers on the Handout Master to identify your presentation and organization?
39. Have you used a slide handout format that gives audience members room to take notes (not the 3 slides per page with lines beside each slide)?
40. Have you printed the slide handout using the Pure Black & White setting so that all text is readable?
41. Have you printed only the slides the audience needs to have (not necessarily all slides)?
42. Have you copied your presentation file to a CD or USB drive as a backup?
43. Have you printed all of your slides as a backup?
- 43+1. Have you packed all the equipment you need (computer, cables, remotes, projectors, etc.)?