



## Guidelines for producing effective PowerPoint presentations at SOE 2025

### *Summary:*

If PowerPoint is used well, it will help presenters to organize and communicate complex information, clearly and concisely. This document contains some basic guidelines that will help you to use PowerPoint more efficiently at SOE 2025.

PowerPoint is an excellent resource for presenters. If used well, it can help to organize and communicate complex information, clearly and concisely.

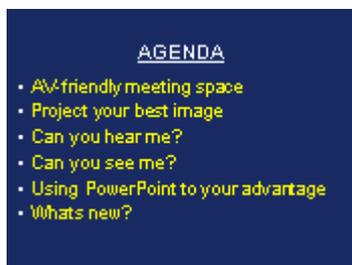
It is important to remember that your PowerPoint slide will be seen in a large room. Below are some basic guidelines that will help you to use PowerPoint more effectively.

### **PowerPoint as a tool**

PowerPoint is designed specifically for use during live presentations. Therefore, the design considerations are fundamentally different to those for print or web. Colours, font size, and layout should be quite different for a live presentation.

### **Slide layout**

The layout of the slides should be simple and uncluttered. If you wish, there can be a single title line, and/or a small graphic of some sort. Otherwise, the slide area should be available for your text. Do not extend your text area to the very edges of the slide. **Please create your presentation in 16:9 format landscape, 4:3 slides are not supported.**



**RIGHT**



**WRONG**

### **Colours**

The wrong choice of text and background colours can make your presentation virtually unreadable. White background with black text is probably the most common mistake presenters make. A white



As a general rule, you should **not use animations** to build your slides. Instead, have all the bullets or other information on your slide appear at the same time.

## Transitions

Transitions specify how the display changes (such as fading to black) as the presentation moves from one slide to the next.

Remove all timings from transitions with the presentation, select “On Mouse Click” to advance your slides.

## HTML

Hyperlinks to external content such as websites cannot be supported. Include website content as screen grabs in your MS PowerPoint presentation if required.

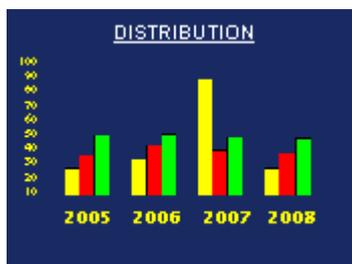
## Pictures

Picture files can be very large and files of excessive size can affect the performance of your computer and the proper running of your presentation. We recommend the use of .JPG (JPEG Files Interchange Format) files when inserting pictures. Try to keep the pictures as small as possible (less than 100kB is recommended). Insert pictures as embedded objects, not as linked files.

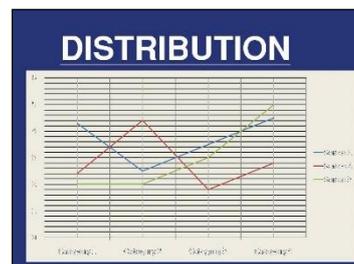
## Charts and graphs

Charts and graphs are frequently a real problem with PowerPoint slides. Often charts are imported from a print source or a web page, and are far too detailed for a live presentation environment. Charts and graphs used in a PowerPoint presentation should be made specifically for that presentation and should follow the same guidelines provided above – with clarity and visibility being the primary considerations:

- Layout - should be simple and uncluttered
- Size - should fill the text area of the slide
- Lines and other chart elements - should be bold and different elements should be in different colours; all colours should contrast with the background
- Text size - should be as large as possible



**RIGHT**



**WRONG**

## Movies and video files

If videos have been embedded in the presentation, please remember to bring these files with you on a USB device. Please see below a list of supported video formats.

- All videos must be compressed in a supported format\*.

- Supported formats and codecs for video:
  - MP4 Video file .mp4, .m4v
  - Movie file .mpg or .mpeg (MPEG1 or MPEG2)
  - Windows Media Video file .wmv
- We recommend you use .mp4 files encoded with H.264 video (a.k.a. MPEG-4 AVC) and AAC or MP3 audio, for the best video playback experience in MS PowerPoint 2016 for PC.
- For audio, we recommend using .m4a files encoded with AAC audio.
- Videos in the .avi, .mov, .qt and DV formats are NOT supported, along with Adobe Flash Media (.swf).
- Videos should start automatically when the slide (containing the video) appears

\*Uncompressed videos will not be accepted due to their large file size, videos should not exceed the recommended maximum size of 50MB each.

### **Presentations**

- All presentations will be presented using MS PowerPoint (.pptx) for PC. If your presentation has been created using software other than MS PowerPoint for PC (example; OpenOffice, PowerPoint for MAC or Keynote) please make sure your presentation is converted to MS PowerPoint for PC. We suggest you review your presentation on a PC running MS PowerPoint prior to attending the congress.
- Keynote will not be supported because it cannot be played back on a PC. Please export your presentation as MS PowerPoint, using filename extension '.pptx'.
- Presentations being presented in Adobe Acrobat PDF format are accepted, but please contact the technical team in advance of the congress
- Clearly identify your presentation and all assets. We recommend incorporating your name into the filename (example: john\_smith\_v1.pptx)
- A presentation that has been created using either Excel, Word or Prezi will not be accepted.

### **Back Up**

- Please bring a copy of your presentation along with you. Copy your presentation and all of the assets onto a USB device. All videos must be placed in the same folder as your MS PowerPoint file. We recommend you keep a further copy in your luggage or in online storage (such as OneDrive, Google Drive, Dropbox, or iCloud).

**The Organisers recommend you review your presentation on a PC running MS PowerPoint prior to coming to the congress.**

**Please ensure you visit the Speaker Support Centre for a final check on your presentation.**