



Do's and Don'ts of Powerpoint Presentations

Make your presentation easy to understand.

Start with a slide that summarizes your presentation.

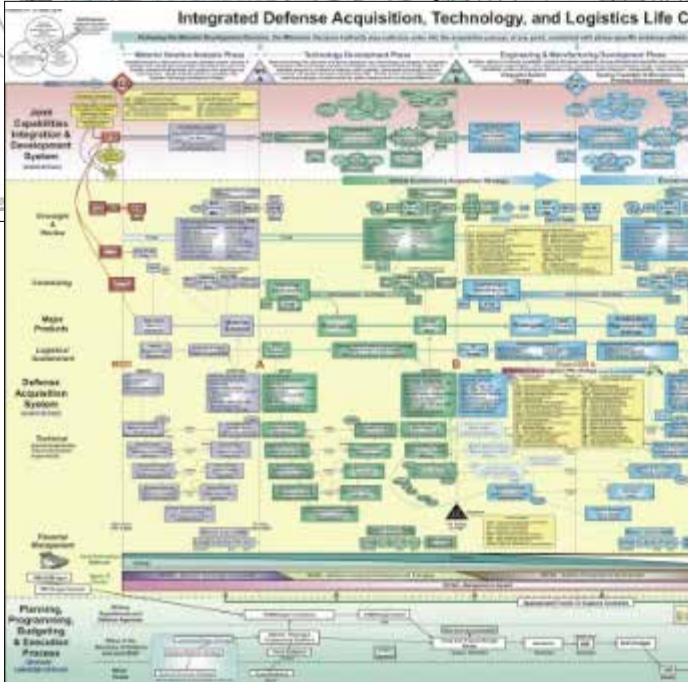
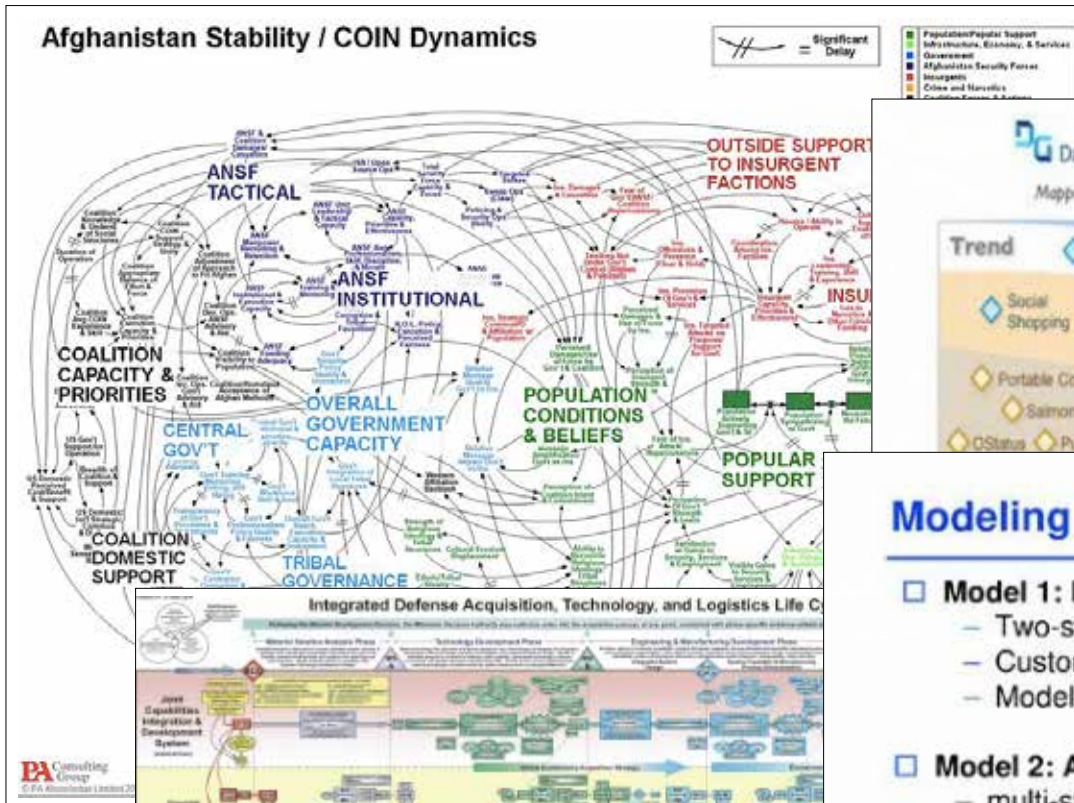
Key Points

PowerPoints are not the main attraction, **YOU** are.

Keep slides simple — text, graphics, art ... everything!

Reiterate your summary/key points at the end

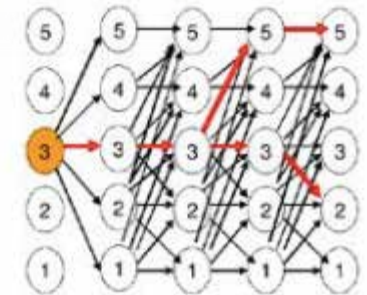
Presentations Are Not About The Slides ...



Modeling customer dynamics

- Model 1: Lost-for-good (Dwyer 1989)**
 - Two-state model: customer / no customer
 - Customer who has left never returns
 - Modeling issue: lifetime analysis

- Model 2: Always-a-share**
 - multi-state model
 - More complete dynamics (includes Lost-for-good dynamics)
 - Modeling issues: describe state changes
 - Classical model: Markov Chains (Pfeiffer/Carraway (2000), Piersma/Jonker (2000), Tirenni (2005))
 - Basic assumption: the probability of a state change („hazard rate“) does not depend on the past, in particular not on the sojourn time!



Frontiers in Service Conference, Karistad, June 10-13, 2010



... They're about you.

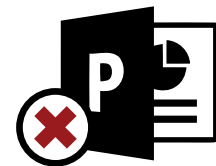
Your presentation should *compliment* and *amplify* what *you're* saying



They are not a script and should not be read like one



So don't use slides to present your notes or talking points



Don't use a PowerPoint unless you need to

Plan Before Writing



- **Determine your story** before making slides
 - **What are your key messages?**
 - **What is the structure?**
- **Can/should you use videos, photos or graphics?**



Each slide should convey a single idea

Headlines

Are the key takeaway from each slide

Use them to make
a *single*
compelling point

Limit them to a single line

Avoid using all capital letters

Avoid Information Overload

- No more than 5 bullet points per page
 - If possible, limit each bullet point to a single line
 - Don't clutter your slides with text and/or graphics
- But you can use graphics, photos, illustrations in place of words



In other words, **don't** do this!!

Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.

The Presentation Has To Stand On Its Own

It should be understandable without your narration.



Add a voice narration. [Here's how.](#)

Ensure it's accessible to students with disabilities. [Here's how.](#)



Presentation Habits That Annoy People

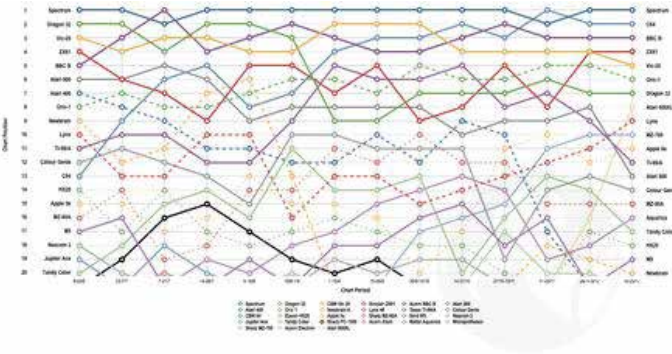
Comic sans haybee
WordArt

Moving/flying text or graphics

Annoying use of sounds



Overly complex diagrams or charts



No flow of ideas – jumps around too much



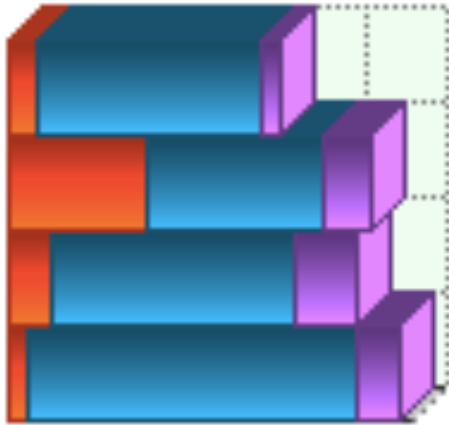
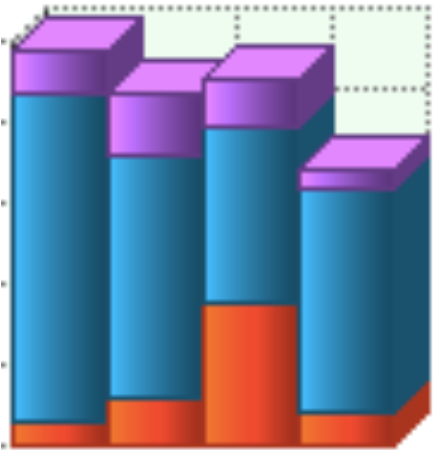
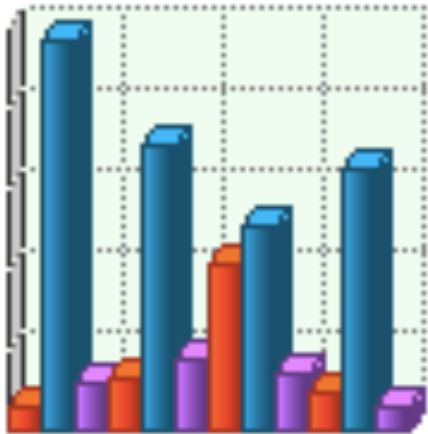
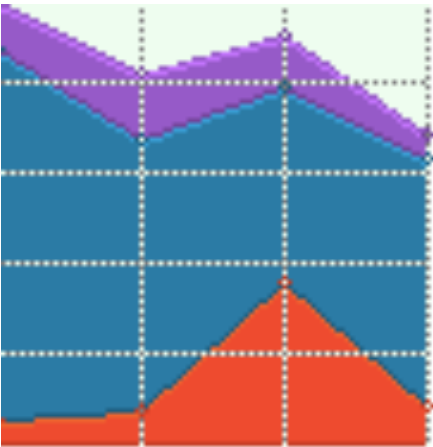
More Annoying Presentation Habits

Text is too small to read

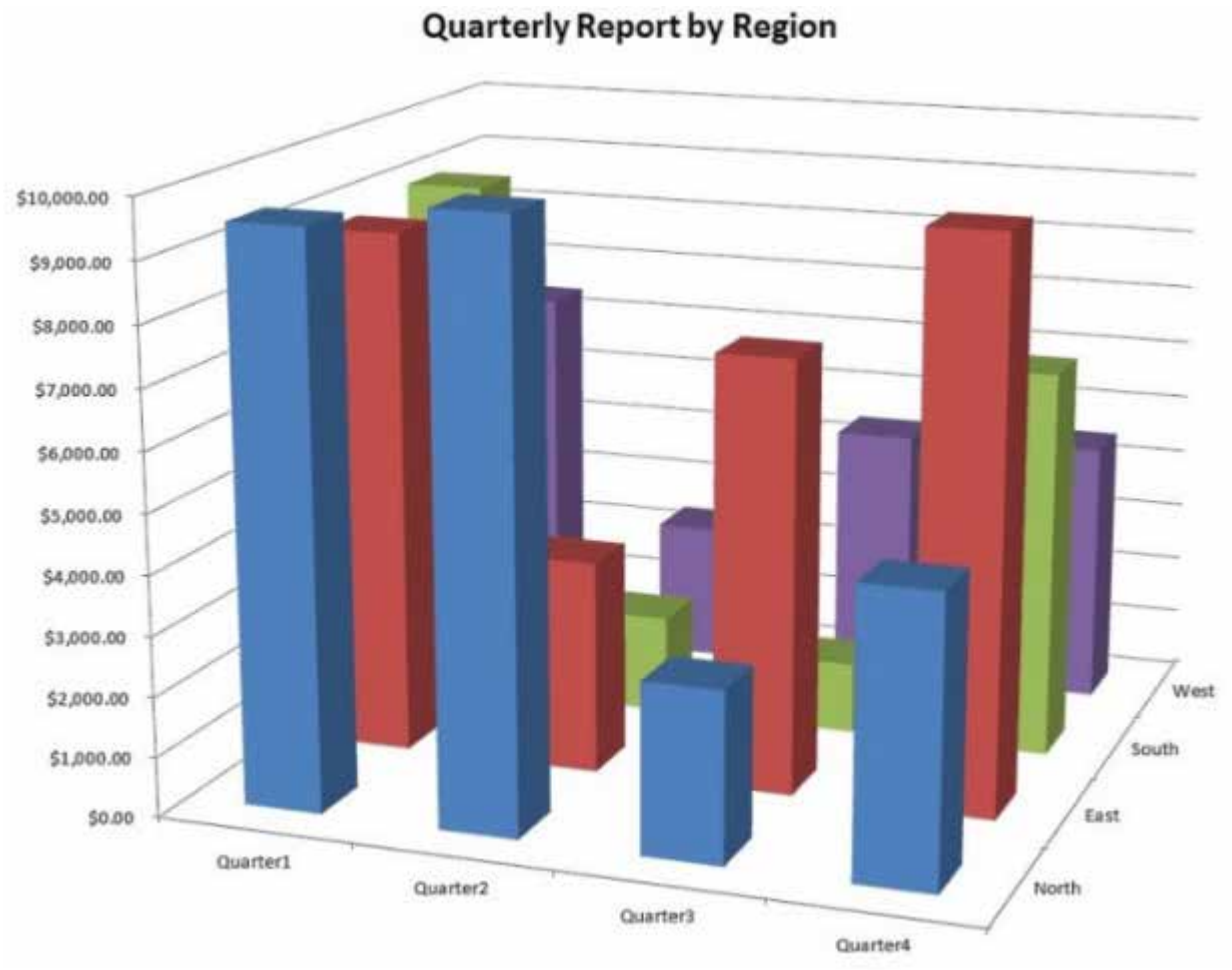
- Full sentences instead of bullet points

Speaker:
reads the slides like a script

Chart A Course To A Bar (Graph)

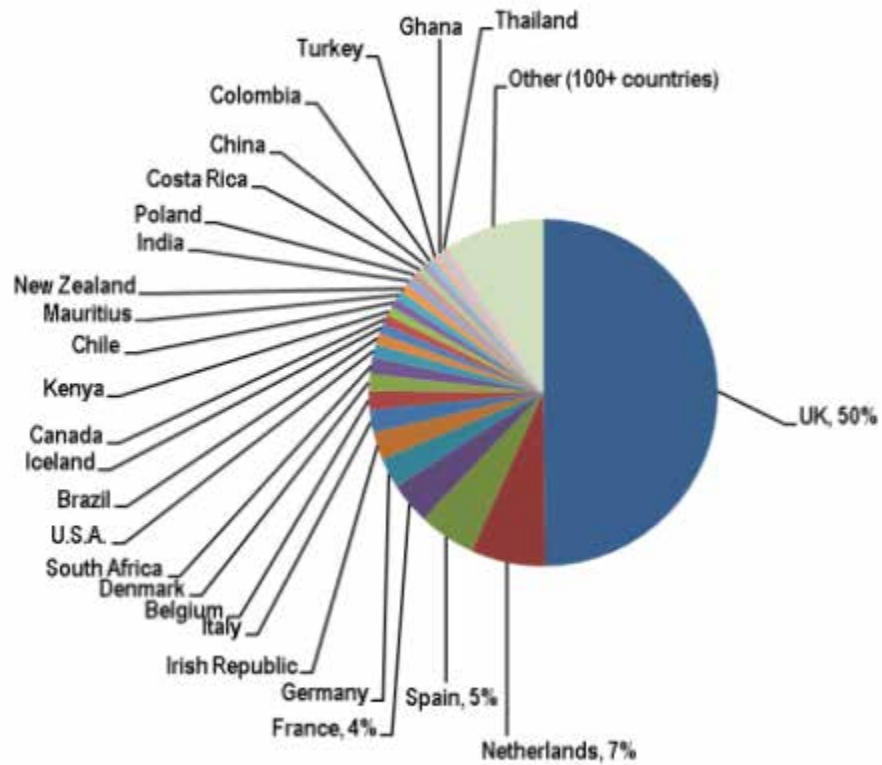


But **not** this ...



or **this** ...

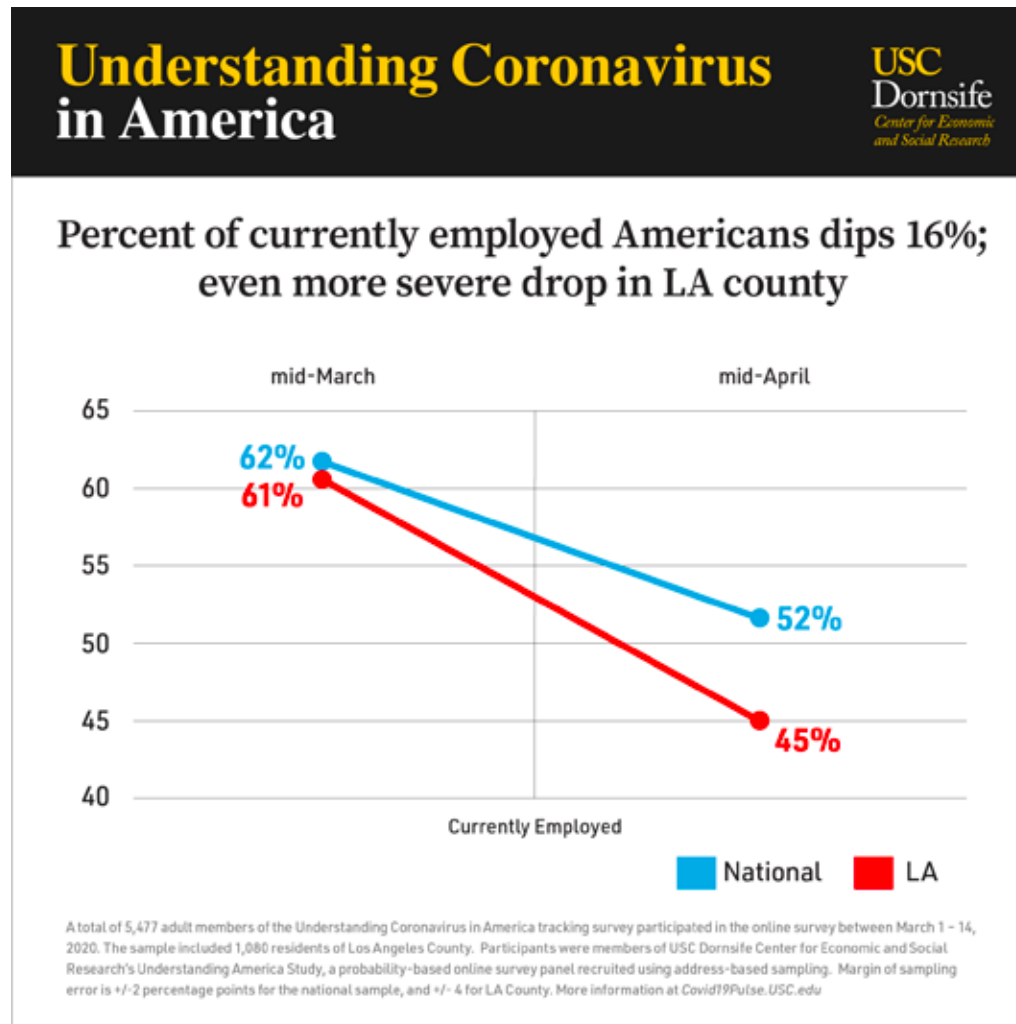
Origins of food consumed in the UK by value: 2007



Based on the farm-gate value of unprocessed food

Like This: No Explanation Required

Graphics should convey their point with minimal text



Use The Right Colors And Fonts



Helvetica, Arial, Calibri or Gill Sans (not Times NR)

-Be consistent

Themes Vs. Templates

A **THEME** is a slide design made up of cohesive colors, fonts, and effects.

A **TEMPLATE** is a pattern or blueprint of a slide or group of slides that you save as a .potx file. Templates can contain layouts, colors, fonts, effects, background styles, and even content. Create your own. [Here's how.](#)

Fight On!

Build themes on the USC Dornsife powerpoint template. [Download here.](#)



We're almost done!

It's about

you,

not your slides ...

The (almost) last slide!

And it's not about the quantity of info ...

**It's about
the *quality* of your story**

ADDITIONAL TUTORIALS

[The Beginner's Guide to Microsoft PowerPoint \(in the classroom\)](#)

[How to Create a PowerPoint Presentation](#)

[Top-Ten Slide Tips](#)

[11 Design Tips for Beautiful Presentations](#)

[What's the Difference Between a Powerpoint Theme and Templates?](#)

Download the USC Dornsife PPT templates [here](#)