RESEARCH 103
Session 1:

How to Develop PowerPoint Presentations and Other Effective Communication Tools

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Learning Objective

- Demonstrate how to build an effective presentation using Microsoft PowerPoint

- Identify additional communication tools and understand what makes them effective

Getting Started

- Make sure to have a branded template
  - A generic company template is great
  - A customized template with your unit's specific logo is even better!
  - Consult with your communications and marketing team well in advance of the presentation if you need help with a template
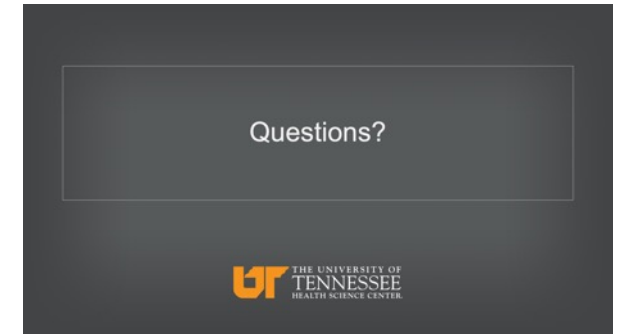
Step 1: Think About Your Presentation

- What presentation style will work best for your audience?
  - Lecture
  - Heavy use of photos, graphs, diagrams
  - Instructional vs conversational
  - Technical vs playful

- What goals or learning objectives are you trying to accomplish through your presentation?
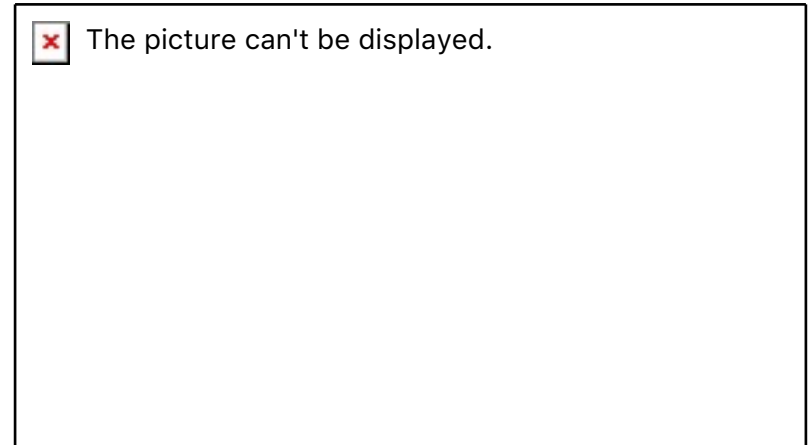
- Who is your audience?

Step 2: Develop Talking Points

- Start laying out a basic outline for your presentation
  - Cover the high points – introduction, body, conclusion
  - What issues should be addressed?
  - What details MUST be included?
  - Are there visuals that will make your presentation more helpful or appealing?
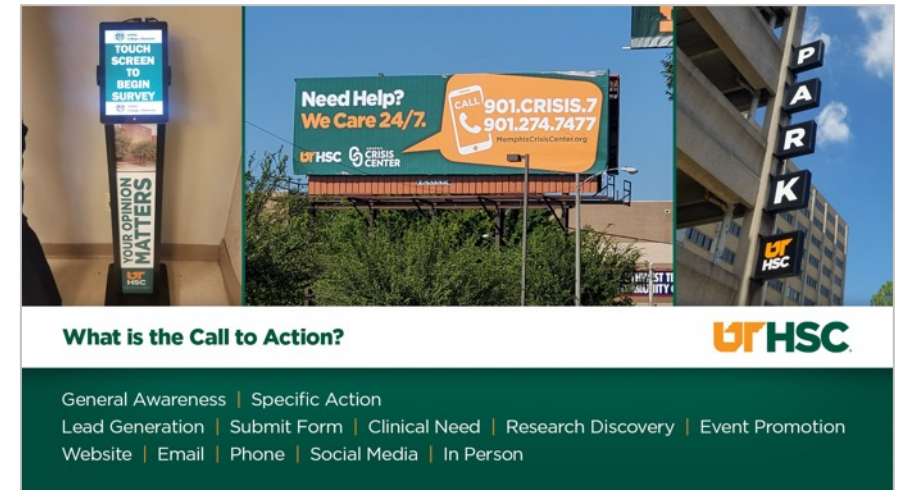
Step 3: Create Your PowerPoint

- Include a cover/title slide
  - Company/unit's logo, name of presentation, name(s) of presenter(s)
  - Remember that this slide could be up for an extended period before the presentation begins, so make sure it is attractive and easy to read

The picture can't be displayed.

MOVING FROM AN
INCIDENTAL
— TO AN —
INTENTIONAL
CAMPUS AT UTHSC

THE UNIVERSITY OF
TENNESSEE
HEALTH SCIENCE CENTER

Step 3: Create Your PowerPoint

- Insert content, images, charts, etc.
  - Use phrases, not sentences
  - Be brief – your verbal comments will provide more detail

- End with a slide designated to "Questions?", contact info, or just the company logo

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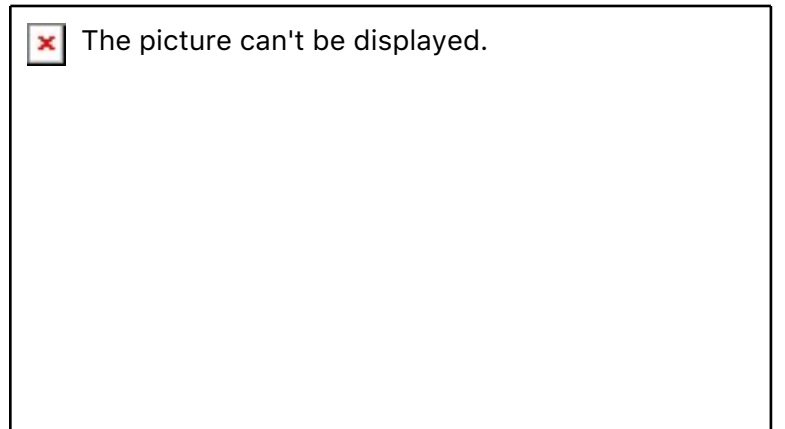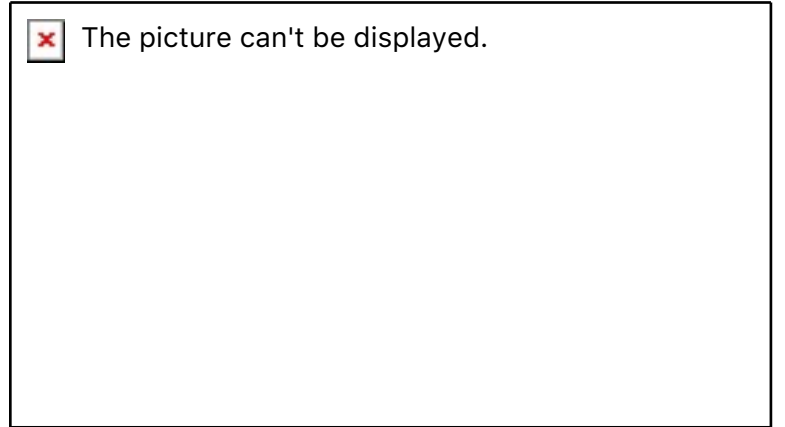
PowerPoint Dos

- Be brief and to the point
- Use phrases, not sentences
- White space is good
- Keep font size consistent

PowerPoint Dos

- Keep graphs and tables simple
- Be consistent with the layout (i.e., margins, font sizes, photo placement, etc.)
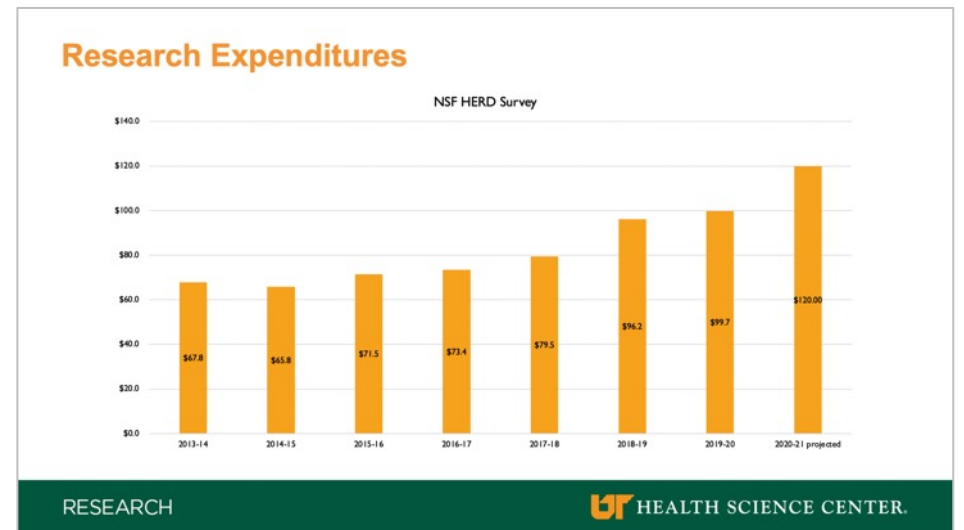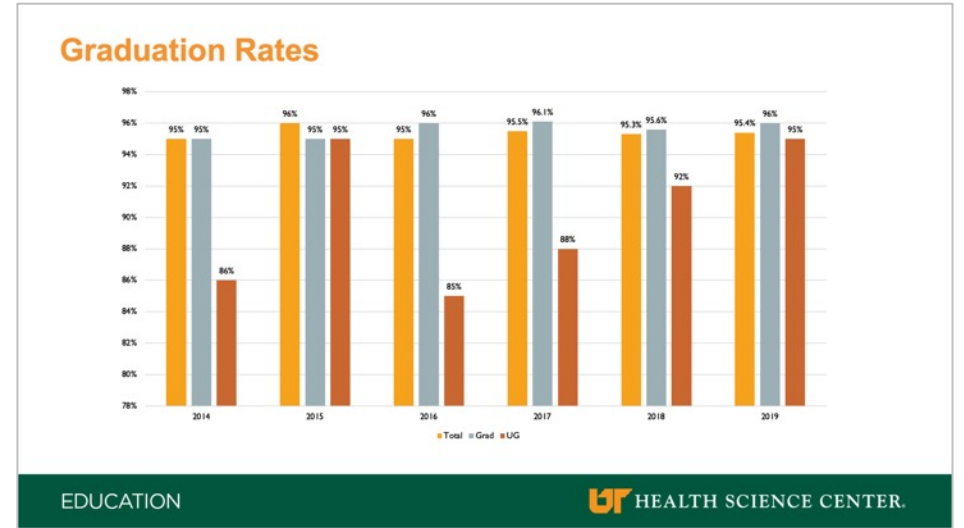
PowerPoint Don'ts

- Avoid lengthy text and too many bullet points on a slide

- Don't use charts/graphs that are poor resolution

- Don't use fonts or colors that are hard to read

- Don't use too many colors – it is distracting to the reader

https://24slides.com/presentbetter/bad-powerpoint-examples-you-should-avoid/

How to make a Good First Impression

Making a first good impression can be vital when looking for a new job. Whether we like it or not, people do judge a book by their cover. The first few seconds with someone can be critical to your career.

- Be on time. The person you are just meeting is probably not interested in your excuses, even if it is the first time you are late in your whole life. All they are going to know is that you are not keeping up with a previous agreement. The image you are leaving behind is of someone that is not reliable. Make an extra effort and make sure to arrive on time. Too early is always better than too late.

- Be prepared. Before going to your interview you should have done your research about the company, the position you're applying for, and so on. Think about what kind of questions you could be asked, and how you would answer them. In one word, practice!

- Take care of your clothes and your overall grooming. It has been said that 55% can be determined by the person's appearance. So be careful when choosing how to present yourself in an interview. Dress to impress, maintaining in mind the job you are applying to, and when in doubt, choose the most conservative choice.

- Take into consideration non-verbal communication. You might bee feeling nervous, but studies have shown that people who present themselves in a more friendly, confident manner usually have better results. Something as simple as a smile can make a difference.

5 Great Productivity Apps

ToDoist
Ultimate "to-do" list app

Slack
communication app for collaboration

Toggl
Time tracker app

Evernote
Organizing and IdeThoughtsas

Trello
Kanban Project Management App

PowerPoint Don'ts

- Don't use uncommon fonts that might substitute out on a different computer – keep to Arial, Helvetica, etc.

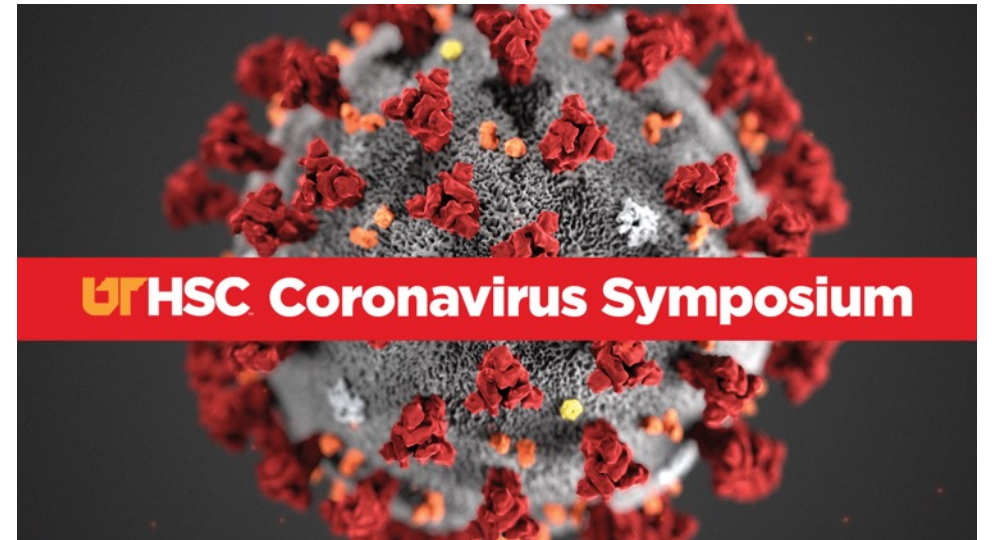- Don't use clip art or too many images

- Never ever use Comic Sans
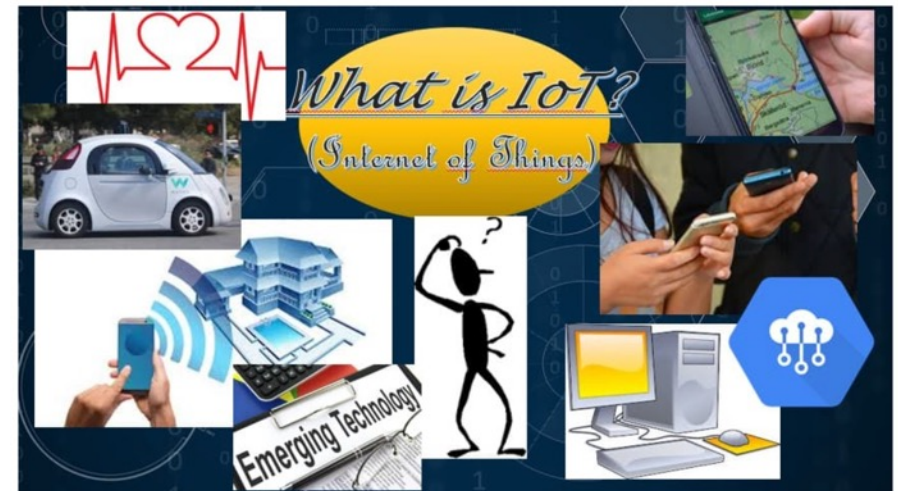
Other Effective Communication Tools

Internal Communication Tools

- Email
- Website/Intranet
- Signs
  - Posters
  - Digital boards
  - Retractable banner stands
  - Banners
- Flyers
  - Display in plexi glass frames in common areas
  - Be cautious when posting in public spaces

External Communication Tools

- Email
- Website
- Signs
  - Posters
  - Retractable banner stands
  - Banners
  - Billboards
- Flyers
  - Display in plexi glass frames in common areas
  - Be cautious when posting in public spaces

UTHSC CORONAVIRUS SYMPOSIUM

Same Tools; Different Audience

- Keep your audience in mind when developing messaging

- Maintain a clean, professional appearance

- Avoid lengthy text

- Support messaging with appropriate visuals (photos, charts, graphs, tables, etc.)

- Coordinate messaging, branding, and style across channels – be "matchy-matchy"

UTHSC Resources

Logos: https://www.uthsc.edu/brand/logos/index.php

Logo Usage: https://www.uthsc.edu/brand/logos/usage.php

PowerPoint Templates: https://www.uthsc.edu/brand/digital-assets.php

Communications and Marketing: communications@uthsc.edu