

# BSAS

## Guidelines for presentations

**Slides are more than just pictures of your results. If you use them effectively, they can enhance your message.**

### Keep it clear and simple

The aim to get your message across not to show clever features your presentation software can do. Overuse of PowerPoint features is annoying and distracting.

PowerPoint is a tool to help listeners see and understand what you are saying. If the slide isn't clear, your message will be lost

### The rules

- Make a title slide to introduce your talk and set the scene. Put it on when you are ready to start to get the audience's attention

#### The British Society of Animal Science:

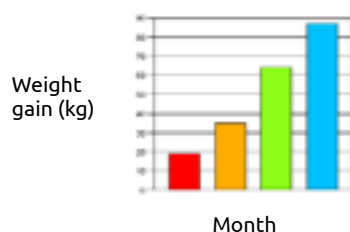
- who are we?
- what do we do?
- how can we help?

- Headings should be short. Don't write in sentences: use key words to focus the attention.
- Decide what main points you want to get across and plan slides which illustrate those points concisely and clearly
- Keep it simple. Most slides are up for less than 90 seconds: you need to give your audience time to read the information and still be able to listen to you.

**Tables** are difficult to read if they have more than four columns. Avoid taking tables straight from a journal as they are usually difficult to understand.

Information on **graphs** should be minimise to a few clear lines. Using different colours and clearly quantify and label axis to ensure they are easily understood.

Pictures and photographs can add impact, but be wary of over-using. Ask yourself if they assist with the talk.



	July	Aug	Sept
Cows	12	20	30
Pigs	10	11	14
Sheep	8	13	19



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- You should have one slide per minute allocated for the talk. Be prepared to leave slides out if you are running out of time. The most important slides are often at the end in the conclusions and implications.
- A plain background is best for text and diagrams. White or yellow text on a blue background or black on white are easiest to read. Avoid using red and orange script.
- Only use standard fonts and don't make the text too small
- Test your presentation to make sure it is clear for people at the back
- Learn from others. If you see a good presentation use their ideas. Get help from colleagues and remember to try not to be too ambitious.
- If you are building up text on a slide then bring the text in from the right. Avoid flying, dissolving or other effects. Building a slide can be a good way to reveal information gradually, but make sure you bring information in a logical way.
- Slides should compliment a talk - don't just read out what is on the slide.

**Technical tips** Use a 16:9 aspect ratio (in Powerpoint: Design > Slide size > Widescreen)

- Your presentation should be emailed to us before the conference
- Please also bring a copy of your presentation to the conference on a USB stick
- We cannot accept zip files
- Please only use PowerPoint: we cannot accept presentations from Mac programmes.