



## HDA Presentation Guidelines

### PROCESS OVERVIEW:

Your presentation timeslot is 30 minutes, which must include time for an introduction and audience Q&A. Take this into account when you plan out your presentation, including the number of slides you plan to present. Presenters must submit draft presentations to be reviewed by members of the Posters & Presentations Committee who will provide feedback based on guidelines in this document. The committee feedback will be provided in plenty of time to be reviewed and incorporated in the presenter's final submission.

Due dates, file-format requirements, and file-naming conventions for draft and final presentations can be found in the email message sent to each presenter (or the primary presenter if more than one) along with the presentation template.

NOTE: All presentations delivered at the HDA Conference will be posted on the HDA website after the conference is over so that members who were not able to attend can view the presentations.

### PRESENTATION GUIDELINES:

#### 1. People are attending to hear *you*

- Your PowerPoint slides are a support tool
- Don't just read slide-after-slide of content to the audience
  - Use the slide "Notes" area for reminders or other info
    - Before presenting, print out a PowerPoint version that includes your notes (for your reference)
    - Notes will not be visible to viewers after the conference, when presentations are posted as PDFs on the HDA website.
- Put your slides to work for you
  - Use them for emphasis
  - Use them to illustrate specific points
  - Use them to help keep you on track
- PRACTICE!

#### 2. Designing slide content

- Planning your presentation
  - Keep purpose, audience, and goal(s) in mind.
  - Ensure your submission stays on topic with your submitted abstract.
  - Each presentation is limited to 30 minutes. (Time for an introduction and at least 5 minutes of Q&A must be included in the 30 minutes.) Keep your slide total reasonable.
- Organize main presentation logically
  - Presentation Title slide
  - Agenda
  - Institution Profile (keep it brief and relevant). Following are some ideas:
    - Institution name & main location(s)
    - Number of employees/physicians
    - Annual visit/procedure numbers or other noteworthy statistics
    - Noteworthy awards/rankings

- Presentation Detail Slides
- Summary
- Lessons learned
- Thank You / Contact Info (combine on one slide. Keep this slide up during Q&A)
- Addendum slides
  - Only consider including addendum slides if you think they are necessary to aid the understanding of people who view your presentation online after the conference is over.
- Using the HDAA presentation template
  - Font styles and sizes are part of template
    - Only adjust if necessary and be consistent
    - Text needs to be visible to those sitting at the back of the room
  - Main body text should not be smaller than 24 pt.
  - Do not alter or cover slide template elements like the HDAA conference branding and logo, etc.
  - Images, charts, etc. should be high resolution so they project well.
  - If presenting videos or a demo along with your presentation:
    - Plan on running the video/demo outside of your presentation.
    - Submit videos/demos as separate files, along with your presentation, for the A / V Team
  - Remember you can use the slide “Notes” area to store notes for yourself.
- Choose slide text carefully
  - Ensure there is no PHI anywhere in the slides (HIPAA compliant!)
  - Ensure all abbreviations are spelled out at first use or in a note on the slide (unless they are so common the entire audience will recognize them)
  - Include legends/keys, labels on your charts to aid understanding
  - Remove unnecessary words; fragments are ok on slides (instead of complete sentences)
  - Use key words to help you stay on track as you present
  - Use consistent punctuation
  - PROOFREAD & SPELLCHECK!
- General rules-of-thumb limits for creating effective slides
  - Six bullet points per slide
  - Six words per bullet point
  - Use fewer bullet points if you’re including images
  - Paragraphs of text can be overwhelming on slides; use them sparingly, if at all
- Don’t over-design
  - Avoid using busy backgrounds
  - Assess whether images add value
  - Avoid too many colors or very faint colors
  - Avoid colors that clash with the conference template
  - Only include animation if it adds value to the presentation
    - Animation will not be available after the conference, when presentations are posted as PDFs on the HDAA website.
  - Avoid sound effects and background music