

# Powerpoint presentations that stand out from the rest:

By Thomson Chemmanoor

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Everyone hopes that his or her PowerPoint presentation stands out from the rest. This is not that difficult to achieve, if certain tips are followed. When making a presentation, always think if the audience has benefited by coming for this presentation. If the audience leaves the presentation in confusion, then your presentation has failed!

There is seldom a case of lack of information in the presentation. In fact, most of the time the presentation fails due to too much information projected in it! Sometimes people tend to add visual images to the presentation that are not up to par. The audience may get bored looking at these generic visual images, thus the possibility of you losing them long before you complete the presentation. Instead, it is wiser to purchase a CD set of backgrounds and pictures like Digital Juice, where there will be many pictures and themed backgrounds to choose from, most of which were never seen anywhere before! Adding too much technological bells and whistles in PowerPoint presentations too is another no-no for presentations. It is always better to give a presentation with limited effects. Avoid the overuse of PowerPoint animations and transitions during a presentation as this way, you may lose the audience, as they get too engrossed in the animation, that they may miss the content of the presentation! It is always better to choose fonts for your presentation that match the tone of your content. Use Times New Roman, a serious font, for conservative audiences or serious messages and if the presentation is about technology or the future, use more clean and modern fonts like Verdana or Tahoma. Keep some consistency in the presentation with a font set for headings and another font set for the body text. In this way, each new slide has font styles set in your template, ensuring a polished and consistent look to the presentation. It is ok to have an occasional third font for labels and call-outs, as a little variety is always good too.

If there is a need of emphasizing a main point in the presentation, the best thing to do is to put it on the screen and to let the audience read it. If you feel that what you say when you expand the bullet points of the presentation is useful for the audience, put it in a handout. Inform the audience at the beginning itself that you will be giving out handouts so that they do not have to take notes throughout the presentation. Any quote or long statement that cannot be cut into points has to be put up on the screen for the audience to read, or you could read it aloud, but not both. This is because, we can only do one thing at a time; if someone reads the screen, he may not be able to listen to you at the same time. Just remember not to overwhelm the audience with techno-fluff. Technology should be used sparingly and only to reinforce the information you have to share, thus accomplishing your goal of having the audience leave the room with the right information.

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