Anatomy of a “Conference Room” Style Presentation

Use a Conference Room style presentation when you are trying to persuade or educate a small group—e.g., seeking approval for an initiative, selling a product, service, or idea, or pitching a new venture or investment.

1. Slide layout should pass the “squint test”: if you squint at the slide so that the text is illegible, you should still be able to understand the main idea or flow of the slide.

2. Small number of slides, typically 1-5. (Conference Room style presentations typically enable up to a 10:1 reduction in slide count, so e.g. a 30-slide deck can be reduced to a 3-slide presentation.)

3. No “chart junk”—which means that every bit of ink on the slide should either be communicating or reinforcing some point; do not use any embellishment.

4. Use callout boxes to highlight key points; these are particularly helpful for people who are reading the slide without having attended the presentation.

5. Include page numbers.

6. Number items on the slide to enable your audience to follow you around the slide, or read it by themselves.

7. Indicate which data sources were used.

8. Slides are printed, not projected, to allow more detail on each slide, and to facilitate greater audience interaction.

9. Include all the relevant details required to make your point—and only the relevant details.

10. Title should state the main point of the slide; subtitles are optional.

For more information on how to design a Conference Room style presentation, visit www.ExtremePresentation.com/Design and read Dr. Abela’s books Advanced Presentations by Design and The Presentation.

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