

**PowerPoint® Presentations: Making it Personal**  
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**Introduction:**

I want to focus on preparation and content rather than the technology. Most contract research people have experience with dataloggers, Excel, etc. The PowerPoint® technology is best learned by actually sitting in front of the computer with a simple manual like those produced by MaranGraphics and doing it.

**Why PowerPoint® for contract researchers?**

- ✍/✍ Everybody else is doing it
- ✍/✍ Shows we are keeping up with technology
- ✍/✍ Allows us to “sell” ourselves, our facilities, our services to sponsors
- ✍/✍ Allows us to get sponsor QA acquainted with us prior to a facility audit

**Preparation: Input**

- ✍/✍ Need to make it “personal”; use your pictures that no one else will have.
- ✍/✍ Need to make it interesting: a picture is worth a thousand words.
- ✍/✍ Cameras:
  - ✍/✍ 35 mm: Fairly expensive, good (with macro lens) for close-up details
  - ✍/✍ Digital: Can be expensive, only way to get pictures to sponsors quickly
  - ✍/✍ Disposable: Cheap, good pictures:
    - ?? Put one in glove box of each vehicle; don’t worry if lost or stolen
    - ?? Best pictures are “photos of opportunity”
    - ?? Get 4 x 6 inch prints
    - ?? Scan into computer
    - ?? Use a photo editing program to improve quality
- ✍/✍ Get pictures of people, places, crops, equipment, and procedures DURING the season.

**Preparation: Presentation**

- ✍/✍ Do everything possible to make presentation personal
  - ✍/✍ Use your pictures, not “canned” shots, web pictures, etc.
  - ✍/✍ Use backgrounds, etc. that are not the MS “standard” or default ones
  - ✍/✍ Don’t use same slide transition for every slide
  - ✍/✍ If you’re going to send to sponsors:
    - ?? Make the presentation so it can run by itself
    - ?? Set up so that animation, slide transition is timed, not controlled by clicking mouse.
- ✍/✍ Keep balance between animation effects and the message
  - ✍/✍ Remember: you’re trying to get a message across, not just providing entertainment
    - ✍/✍ Keep balance between large print size and amount of information on any one slide

~~///~~ General rule: print size not less than **24**

- ~~///~~ Don't put too much information on one slide in small type
- ~~///~~ Don't use fancy hard-to-read type style
- ~~///~~ Go through the presentation several times:
- ~~///~~ It usually takes at least a dozen run-throughs to get it right !
- ~~///~~ SAVE presentation after EVERY CHANGE !
- ~~///~~ If possible, try the presentation on an LCD projector. Sponsor reps. may let you borrow one for a day.

### **Presentation- Virtual Visit:**

- ~~///~~ Save presentation to a CD
  - ~~///~~ Not all CD writing hardware/software will let you make a CD that can be used on other computers; check it out first
- ~~///~~ Send CD to sponsor, QA in a protected package
  - ~~///~~ Lets sponsor, QA review when THEY have time;
    - ?? Doesn't impose our travel timing on their busy schedules,
    - ?? Allows them to review, even in plane trip to facility
    - ?? Lets sponsor use to communicate your facilities, procedures to Study Directors, QA for information

### **Presentation: In person:**

- ~~///~~ BEFORE presentation:
  - ~~///~~ Check your CD on actual computer/LCD projector to be used
  - ~~///~~ Not all computers work with all LCD projectors
  - ~~///~~ Not all computers will show your presentation correctly
  - ~~///~~ Biggest problem; Apple to PC and vice versa.
  - ~~///~~ Check Room;
    - ?? If it's large, hopefully the screen will be large as well
    - ~~///~~ Where are lights? Can they be dimmed yet still have some light in the room?
  - ~~///~~ Get familiar with computer controls (how to get previous slide, etc.)
  - ~~///~~ Try out remote control if one is to be used
  - ~~///~~ Have a laser pointer available
  - ~~///~~ Run through your entire presentation BEFORE meeting time
  - ~~///~~ You might be able to change computer or LCD projector resolution if it's not right
  - ~~///~~ How big is the stage? Could you fall off if not careful ? (been there, done that !)
  - ~~///~~ If possible, always be first on program !
- ~~///~~ During Presentation:
  - ~~///~~ There are two kinds of PowerPoint presentors: those that have had equipment problems and those that will have equipment problems.

~~///~~ If a problem:

?? Turn on lights

?? Check LCD projector bulb

?? Check electrical connections starting from the projector back to the computer

?? Check power cords to LCD projector and computer; people do pull them out !

### **Disaster Recovery:**

~~///~~ Do you have overheads of slides to use?

~~///~~ Impractical for large presentations

~~///~~ Do you handouts?

~~///~~ Impractical for large crowds

~~///~~ Can you put information on a whiteboard ?

~~///~~ Bottom line: You have to be able to give information WITHOUT the use of audio-visual aids: Be prepared for it !

### **Tools For PowerPoint®**

~~///~~ Instructions:

~~///~~ Teach Yourself PowerPoint® 2002 by MaranGraphics (1-800-762-2974)

~~///~~ Free Downloads from MS Office Web site

~~///~~ Animated GIFs, music, special effects: type GIFs” on your ‘net browser

~~///~~ Many, many free sites

~~///~~ Photo editors: MS PhotoDraw™ 2002