



Creating a Presentation for a Meeting: The Basics

There are several types of presentations, and the best practices for each type are different, so it is important to understand the type of presentation you are creating. This is a guide specifically to address the creation of a presentation for a meeting.

Are you putting together a presentation or a reference document?

1. Does your presentation regurgitate information that is already available in another type of document, such as Excel or Word
2. Are you tempted to say 'I know this slide is an eye chart'

If you answered true to both of the above, you are creating a reference document. A reference document is not intended to be engaging—it is intended to be available for reference. If this is the case, stop here. The rest of this guide does not apply.

What is the objective you are trying to accomplish?

What is the objective from your perspective? What is the objective from the participant's perspective?

Why are you having the meeting and why did you invite the people that you did?

What is the Content of the Meeting?

What is the content that needs to be covered in the meeting?

Are you introducing a problem that needs to be solved? A new product or idea?

Now that you are ready to put together your presentation, follow these guidelines:

1. Less is more—everything you are going to say in the meeting doesn't need to be on the slide. This isn't a reference document!
2. Connect the dots for your audience—use pictures, a flow chart, a graph—something visual
3. Stories always help
4. Don't rely on the slides only—demonstrate in the system, show reference material, etc.