

CPD Presentation Guidelines

DO

- Ensure that your presentation is centred around technical content
- Ensure that the technical content is clear and well explained
- Ensure that there are clear learning outcomes
- Aim your presentation towards the audience it is aimed at (and you may decide to offer a range of slides that cover different audiences)
- Ensure that the information displayed on slides is succinct and to the point
- Ensure that there is only a small amount of commercial bias
- Cover the range of products and solutions that are available
- Expand on acronyms when first mentioned in the presentation

DON'T

- Give a long history of your own company (a very short overview is acceptable)
- List your own products
- Make the presentation company specific just to your products
- Produce a manufacturer's brochure in the form of a sales pitch

GENERAL ADVICE

- Think about how much information you put in one slide and how many slides you expect to get through in the allotted time
- Think about how to keep your audience engaged by using images/practical demonstrations
- Try to avoid using too many brand names and company specific marketing