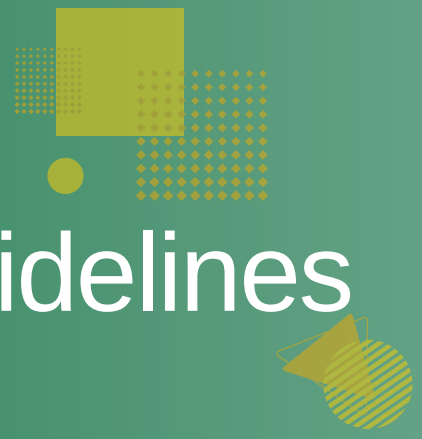




CPD Directory Presentation Guidelines



Do's

- Start with the learning objectives instead of the agenda
- Use PowerPoint format with speaker notes
- Duration: 1, 2, 3 hours or half-day (max 4 hours)
- Quote appropriate and current standards/regulations
- Expand acronyms when first mentioned
- Include summary slide recapping learning objectives

Don't

- Give long company history (short overview acceptable)
- List your own products or make it a product catalogue
- Create manufacturer's brochure/sales pitch
- Use only case studies from your own company
- Use excessive brand names and company marketing
- Include large text blocks without breaking into bullet points

Presentation design

- Consider slide content volume vs. allotted time
- Keep information succinct and well-spaced on slides
- Use large font for online viewing clarity
- Align presentation name with actual content
- Cite external material sources on slides, not at end
- Simplify CAD drawings, use minimum 2pt line width
- Include only relevant portions of graphs/charts

Guiding principles checklist

Content & Engineering

- Centre around technical content, clear and well explained
- Organise logically from basic to advanced topics
- Ensure content is up-to-date and relevant to audience
- Cover only readily available market products

Objectivity

- Remain neutral, avoid commercial bias
- Disclose conflicts of interest or affiliations
- Base recommendations on evidence and best practices

Engagement

- Keep audience engaged (images, demonstrations, questions)
- Pace appropriately for session length
- Include interactive elements and allow Q&A/discussion

Case Studies (Recommended)

- Choose relevant, applicable case studies
- Provide detailed qualitative and quantitative analysis
- Show advantages/disadvantages of solutions
- Include comparisons to alternative approaches

Accuracy

- Ensure all facts and statistics are accurate and current
- Use reputable sources for all data

 Ready to apply? **Get started**