CIBSE CPD PRESENTATION GUIDELINES

DO’s

• Start the presentation with the Learning Objectives. (This is not the same as the agenda)
• Ensure the presentation is centred around technical content and is clear and well explained
• Ensure there are clear Learning Outcomes
• Ensure that the presentation lacks commercial bias
• Ensure the presentation is in PPT format and speaker notes are included
• Ensure the duration of the presentation is either 1hr, 2hrs, 3 hrs or half day and not more than 4 hours long
• Ensure that the information displayed on slides is succinct and to the point
• Ensure any Standards and Regulations quoted are appropriate and current
• Expand on acronyms when first mentioned in the presentation
• Include a summary slide at the end which is a recap of the Learning Objectives set at the start of 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 or a condensed version of your product catalogue
• Produce a manufacturer’s brochure in the form of a sales pitch
• Use case studies that are just your own company’s success stories
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
• The presentation should be aimed at a particular audience
• The name of the presentation should be reflected in its content
• Avoid large amounts of text but where essential, and consider breaking into bullet points
• Some presentations may be viewed online so use a large font size for clarity
• If showing examples of Application Solutions, include Advantages (to the client) and Disadvantages too.
• Cite the source of any external material on the slide, not at the end.
• Cover only products and solutions that are readily available in the market today.
• CAD drawings may need to be simplified and line widths increased for clarity. A minimum width of 2pt is recommended.
• Avoid pasting complete graphs/charts into the presentation. Only include parts that are relevant.