

Ethylene Producers' Committee Format Guidelines for EPC Presentations

Objective: These guidelines are established to help presenters prepare presentations to the high quality level expected by the conference attendees. These guidelines are not intended to be exhaustive. Good judgment should be used to produce a high quality presentation.

Media Type: Only PowerPoint Presentations may be used. There will be no projection equipment for any presentation type other than PowerPoint.

General: Slides should be simple and not busy. The conference rooms are large. If there is too much information on a slide it is difficult for the audience to see the information.

Slides must not have active hyperlinks associated with internet content or email addresses.

Slides with copyright statements or legal disclaimers are fine, but there must not be any wording indicating "Confidential", "Proprietary", "Private", etc. on the slides.

Remember, the purpose of the slide is to guide the audience to listen and understand what the speaker is saying. If the slides are difficult to see, the audience tends to try to interpret the slide and stop listening to the speaker.

If you feel you need to apologize for the slide being too busy, then it is and it should be modified.

The detail you see on your computer screen does not always project well in a large room. Stand 10 to 15 feet from your computer screen to see what it may look like projected in a large room.

It is preferred that contact information (phone number or e-mail address) is not included with your slides. The presentations are archived and present information may not be valid in the future.

Aspect Ratio: Please use widescreen (16:9) setting

Slide Background: Dark backgrounds are preferred. However, light backgrounds are acceptable.

Logos: Keep company logos and their size to a minimum. The presentations are not to be used as an advertisement for a company or a product.

Text and Bullets: Do not use too many words on a slide. Try to keep the number of words in a bullet to less than 5. Try not to have more than 7 bullets on a slide. If you need more, consider using a second slide.

Text Color: For dark backgrounds, use gold, yellow, white, light blue, and other light colored text. For light backgrounds, use black, dark blue, dark green, and other dark color text. These combinations project well in large rooms. Try to avoid using red which does not project well in a large room.

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Text Font Size: Avoid font size less than 24. If you find that you need a smaller font size, you may have too many bullets or too many words on the slide.

Graphics: Keep graphics simple. Use large size if possible. Limit the amount of detail to keep it easy to see and understand. If more detail is needed, consider using a second slide showing only the detail area of interest.

Animations: Animations are lost when the file is archived (transferred to PDF format). Recommend "animating" slides by starting with multiple copies of base slide and making necessary adjustments on each slide to give the appearance of animation when the slides are scrolled in presentation mode.