



# How to make a successful talk even better



# Optimal legibility



- **3-5 of rows per slide (never > 7 rows)**
  - If 5 rows are not enough, divide into 2 slides
  
- **Give sufficient space between rows**
  - Line spacing of 1.2 is recommended



# Optimal legibility



- **Font size 24-28 (never < 20)**
- **Use a 'Sans Serif' font e.g., Arial (Narrow) or Calibri**
- **Moving or sliding texts and slides distract attention from the topic substance**



# Optimal legibility



- **Highlight modestly** (blue increases credibility)
- **Do not capitalize whole words**
- **Avoid using both red and green colours on graphs/symbols**
  - **Use different symbol shapes to help those with colour-deficient vision**



# Optimal legibility



## – Present the essential

- Text should be an *aide memoire*, not *everything* you intend to say

## – Do not present / copy large tables

- If you have a busy table, highlight the important figures

## – Show simple and large figures



# Optimal communication



- **Busy slides distract attention from what you are saying**
- **Respect short pauses during the talk (between slides)**
- **Rehearse and respect the allowed speaking time**



## Last, but not least

- **Base your talk on body of evidence**
  - Do not ‘cherry-pick’ the evidence!
  - Systematic reviews are better than single studies
- **Tell a story**
- **Present your main one (max three ) message(s)  
/ conclusion(s) clearly**



**Collect feed-back to improve further**