

Webinar Content Development Guide

This document contains information, best practice tips, and resources to help you develop your presentation from start to finish.

TARGET AUDIENCE

Physicians, virologists, laboratory supervisors, laboratory directors, and other healthcare professionals with an interest in diagnostic molecular biology.

DESIGNING A STRONG PRESENTATION

Start With the Audience in Mind

Design your presentation based on what the audience *needs* to know.. Select your content by asking yourself - what do I need to provide for participants to walk away with actionable learning? As you develop your presentation, prioritize and select content that is “need to know” versus “nice to know.”

Keep it Interactive

Learning is a process. First, participants need to **acquire** information through presentation or discovery. Next, they need to **interpret** information to determine how it applies to their work. Finally, participants begin the process to **apply** this new information.

Best Practice Tips! Provide opportunities for participants to process new information and reflect on it. Peer sharing and collaboration are effective tools in applying new concepts – aka leave time for Q&A!! Review the [Zoom Polling Guide](#) and [Zoom Webinar Presentation Guide](#) for assistance with navigating Zoom and adding interactive tools, such as audience polls.

Provide Concise Content

It is suggested that you provide 3-5 retainable main points that participants will take away from your presentation. A concise presentation allows the participant to focus on key points and organize them in a way that’s sense. Work with the session moderator or discussion leader to ensure your presentation compliments other presentations within your sessions without overlapping.

Leave the audience inspired! Be sure to provide resources, tools, and experiences that will allow attendees to impact change or action when they return home. Don’t forget to rehearse your presentation to ensure you can deliver the content in the defined time limit.

DEVELOPING YOUR SLIDE DECK

PASCV requires that all presentations use PowerPoint (if presenting slides.) The following

tips will help you develop a slide deck that compliments your presentation and clearly displays your information.

Note: The PASCV PowerPoint template can be downloaded [here](#). You are not required to use the template when creating your slides.

Control the Content

PowerPoint slides help augment your verbal presentation. They are meant to be visual representations of information and data that can be reviewed quickly and clearly. These slides help improve cognition by using text and graphics to highlight the main points and themes of your presentation. It is important to keep the audience focused on what you are saying. Slides with heavy text can often distract participants as they read your slides while listening to you talk. When developing your slide deck, keep the following in mind:

- Limit text on slides and augment your narrative with photos, graphics, and diagrams.
- Create slides that reinforce your words, not repeat them.
- Ensure the slide content is grouped conceptually and flows through your narrative.

Keep It Simple

Less is more! Slides should be quick and easy to read, even from the back of the room! Follow these best practice tips to create your slide deck.

Format

- First slide: provide your presentation title, name, and affiliation
- Second slide: provide your conflict-of-interest statement
- Last slide: include your contact information so that attendees may reach out should they have additional questions

Text and Graphics

- Use easy-to-read fonts such as Arial, Calibri, or Times New Roman
- Use the same font throughout the presentation
- Use bullet points only – not full sentences
- When applicable, use graphics instead of text
- Use high-quality graphics and animations; avoid clip

Background

- Slides should have plenty of white or negative space
- Always have high contrast between colors (e.g., background and text)
- A white background with dark text is the best way to maintain visual intensity
- Avoid unusual colors and busy backgrounds

Video and Audio Files

- Please see [this article](#) for file formats supported within PowerPoint.

- Consider compressing your videos. If you've authored your PowerPoint as a PPTX, there are tools within PowerPoint to do this automatically. Instructions are found [here](#).
- If you will be converting or authoring videos, we recommend H.264 encoding at less than a 5Mbps bitrate for best performance. Typical resolutions in the meeting room will be 1024x768 for 4:3 presentations and 1280x720 for 16:9 presentations. A 1080p, maximum bit rate encoding will bloat the size of your presentation with no visual improvement and may hurt performance.

Best Practice Tips

- It is a good rule of thumb to have one slide per minute of talking. For example, if you have a 15-minute presentation, you should have no more than 15 slides.
- Use QR codes to provide supplemental information. QR codes are easy to scan from the audience and can be accessed quickly. You can create free QR codes at <https://www.qr-code-generator.com/>.

QUESTIONS?

Have a question? Contact Jess Warner at jess@pascv.org. We look forward to working with you to execute a great webinar!