



Communications

Michigan Conference

THE UNITED METHODIST CHURCH

Here are some tips and guidelines for creating your presentation for the Michigan Annual Conference. We have created a basic template in PowerPoint, Keynote, and ProPresenter for your use to create a dynamic presentation that will help give consistency and an overall unified look to this year's conference.

Creating text for presentations

- Screen visuals, especially when dealing with text, should be an accompaniment to a presentation and not the presenter's script. Keep the amount of text to a minimum on each slide.
- The average slide should have a maximum of 8 lines of text and no more than approximately 50 words.
- Punctuation is a tricky element for presentations. The average piece of punctuation on the screens that we are using at the conference is approximately 1' wide. When trying to fit as much information as possible on a slide, punctuation can limit the amount of text space that is available. It is suggested to limit the amount of punctuation and not write in complete sentences (Example: leave out articles, use bulleted phrases, apostrophes are usually needed but commas are not).

Using Images/videos for presentations

- The number one rule for images and videos for presentations is know who the owner is. Do you have permission to use the image? Google Images are great for gaining inspiration, but are not legal to use at a conference presentation. If you are going to use an image or a video, please be sure to either obtain permission from the author or use media that is labeled "labeled for reuse." You can also find links to free images on the conference website in the Communications Toolbox.
- Keep images large on each slide.

Other Conference Information

- All presentations will be converted over to ProPresenter for the conference. The production company, GNTV, uses ProPresenter to display all conference materials to keep consistency across the conference. This software allows for maximum control and compatibility of the production crew and for the equipment that they use.
- Please use minimal transitions for presentations. It is suggested that you only use a simple dissolve between all slides and elements.

If you need help designing any of your presentation elements, feel free to contact Andrew Stange at any time at andrew.stange@gmail.com