



PowerPoint Writing Guide

The Goals of a PowerPoint presentation

You have setup a meeting with your local officials, and you are ready to create your PowerPoint presentation to discuss your advocacy issue. We have created this guide to show some basic tips on a well thought out PowerPoint that will help engage your audience.

Structuring Your Presentation

Here is a breakdown of how to structure your PowerPoint presentation:

- Title
- Introduction
- Issue
- Solution
- Data
- Conclusion
- Contact Information

Title Slide

Create a title slide that will be visible when you initially open your PowerPoint.

Introduction

Your introductory slide will give you a chance to introduce yourself and/ or the club you are doing the presentation on their behalf. You can use this slide to show a photo of you and your horse. If presenting on your club's behalf include a slide that shows a group photo of your club members, a photo of a club event or a facility your club manages.

Issue

Sharing about your issue can be done through bullet points and images and is an opportunity to get into the specific details of your issue. Assume when writing your slides that the audience does not have prior horse knowledge and avoid using any jargon. If you are advocating on a specific issue such as to increase signage on a roadway or to fix an unsafe bridge on your favourite trail it would be a good idea to take photos of these places to include in your presentation. Here you can explain the specific situation and why it is creating a barrier for you. Keep your slides clear and concise and aim to elaborate through your verbal presentation.

Solution

Create a slide that has bullet points going over potential solutions for your issue. Be sure to emphasize that you are open to possibilities and willing to collaborate to find a solution. Taking the time to brainstorm different options will show a willingness to collaborate and problem solve with your audience and set a tone of cooperation and openness.

Data

Your story is important and will have an impact on your reader but government officials will also be interested in data markers that give information on social and economic benefits. Some questions you might consider to find your data markers:

- When was your club established?
- How many members are in your club?
- How many volunteer hours does your club contribute?
- Does your club have any MOU's?
- Does your club run any community events?

You can also refer to the Equine Economic Impact study to find data on how many members are in your region and economic value horses bring to BC.

Conclusion

Conclude your slides with reiterating the importance of your issue and connecting it to the broader community. Invite your audience to ask any questions and thank them for taking the time to listen to your concerns.

Contact Info Slide

Finish off your presentation with a slide that gives your contact details and thanking your audience for listening to your presentation.

Final Tips

- **Seven x Seven Rule**
This rule refers to the number of bullet points on a slide and the number of words per bullet point. The slideshow is to offer support for your presentation but not to take away from you as the speaker. Keeping to seven bullet points per slide and seven words per bullet point prevents overwhelming your audience with information. As the speaker you have the opportunity to elaborate on each bullet point as you see fit.
- **10-20-30 Rule**
The guidelines for this rule is to have your slideshow be no more than 10 slides, no longer than 20 minutes in length and the font on your slides no larger than 30 points. Use your discretion on the number of slides you need for your presentation but remember the slideshow is there to support what you have to say. Keeping the time to 20 minutes will allow you to present your information in a tight time frame of 30 minutes and still allow time for questions.

- **Pictures**

We have all heard the saying that pictures tell a thousand words and using photos in your PowerPoint is essential. It will create visual interest for your audience and gives you a talking point to further explain your advocacy goals.

- **Tone**

When writing your bullet points ensure you use a respectful tone throughout the slides.

- **Templates**

Using an already existing PowerPoint template will give consistency to your slides and give placeholders for images and text.

- **Software**

You can use Microsoft PowerPoint for free via there website if you don't have a version available on your computer. There are also many other software programs that will allow you to create a slide deck for free such as Canva or Google Slides.