

PowerPoint Presentation Process

The Independence Center strives to have a consistent, well-developed brand across all channels of communication. This includes presentations to all outside audiences. Except for internal staff presentations, if you are asked to present, train, or speak to any audience, including virtual presentations, please use the following guidelines to help you complete the PowerPoint presentation.

Step 1:

Go to the The Independence Center\General – Documents ____THE IC Marketing\PowerPoint Templates and select a template you would like to use.

Step 2:

Create the presentation using the principles and guidelines below.

Step 3:

Fill out a marketing form for the completed presentation for review by The IC Marketing Department.

<https://form.asana.com/?k=BHSzudRtK5xuW2DzJ1XDdA&d=1175249495559063>

Step 4:

Make any adjustments that Marketing has requested to the presentation.

Step 5:

Present your PowerPoint and reuse if applicable.

Guidelines and Principles for PowerPoints

When creating a PowerPoint, we are all usually in a hurry to get it prepared and approved in a timely manner. To achieve this in the fastest timeline possible, please use the following instructions for completing the process. This will ensure that the final presentation will be available before your deadline. Please make sure to allow for adequate time for the entire process. Presentations can usually be reviewed quicker than typical marketing projects so make sure to include your presentation date in the ticket/email you send to Marketing.

Adding Content

- **Less is more:** Provide minimum content on a slide to ensure your audience pays attention.
- All content should be in Calibri font face with a minimum of 14 pt. size.
- Use bullets to convey list topics. Keep your bullets consistent through out the presentation when it comes to using periods or not in your bullet points.
- Put most of the information you are presenting in the notes section so that you can see it and your viewers cannot. Include your highlights and main points only within the presentation.
- Make additional slides with the same heading if you have too much content.

Effective headings:

- Make sure all headings are in Calibri font face.
- Always put a heading on every slide. If you have multiple slides, put the same heading on the second slide and put “cont...” after the title.
- All headings should be a consistent font size. The only reason that you should have a different size is if the heading is too long to fit. At this point you can reduce the font size to a consistent smaller size. Please only have two sizes at the most.
- All headings should be located at the same place of the slide, so when you flip through the slides the headings look the same.

Making a Visual Impact- Photos

EVERY PHOTO MUST HAVE RIGHTS OF USAGE.

- You can access our purchased photos for use in PowerPoints at General – Documents _____THE IC Marketing\PowerPoint Templates\Photos Licensed ONLY for Powerpoints. Please do not use these photos for any other purpose.
- Additional photos can be found on two sites: pixabay.com and unsplash.com.
- Within the notes section of the presentation please include the link to the source where you obtained the photo. If you used a photo from the our stock photos please insert “Photo obtained from The IC stock photos file.” If you send in a presentation without this documentation you will be asked to provide it before using them publicly. Legally we must have permission for any photo that we use.
- If you want to include a photo that you have taken yourself, please follow the following rules:
 - Note within the notes section that you or other staff member took the photo.

- If the photo includes staff members, we must verify that the staff member has a signed photo release in our files. This can be verified by HR or Marketing. Please note in the notes section if this has already been verified.
- **If the photo includes consumers, clients, or any outside people, we must have a signed photo release and HIPPA release before using the photo.** This is very important; not doing so compromises our Home Health HIPPA standing and puts us in legal jeopardy. Please request the appropriate documentation from The IC Marketing Department so you ensure you have the most recent documents that the participant can sign.
- The only exception to the preceding rules is if the photo is taken outside on a street or sidewalk or at an outside public event that anyone can attend. This does not include consumer events held at The IC that are held on the patio. If you have any questions regarding this exception, please email marketing at <https://form.asana.com/?k=BHSzudRtK5xuW2DzJ1XDdA&d=1175249495559063> and we will be happy to assist you.
- If you cannot find a photo that you can use, we can help you locate and obtain photo rights for a photo you need. This requires purchasing a photo so please only use this option if absolutely necessary. Email us at <https://form.asana.com/?k=BHSzudRtK5xuW2DzJ1XDdA&d=1175249495559063> and explain what you are looking for and the purpose of the photo. An example is helpful to see and a sample of the in-progress presentation is appreciated, if useful.

Graphics, Charts, and Content from Other Sources

- If you find something that another company has produced, we must have written permission from the company to use their content. Please keep an email with permission from the company with the file of the presentation so that it is easy to find if it is ever needed in a court of law.
- If you find something that is a graphic but is common knowledge, Marketing can help recreate the image for your use. Please inquire about this option by submitting a ticket to Marketing.
- Showing another company's website is okay if you visit the live website during your presentation and clearly show the source URL. Please do not use screenshots.
- Please check with Marketing before handing out material created by other companies. There are a lot of considerations when doing this so please cover yourself and reach out before proceeding with this path.

The most important thing to remember is that the more closely you follow these steps, the faster your project will process. We are always here to help you achieve the best presentation you can and help The IC put our best foot forward every time we present in our community and beyond. If you have an extremely special project that may require a custom template and

you have the time for Marketing to complete it, inquire within a ticket to <https://form.asana.com/?k=BHSzudRtK5xuW2DzJ1XDdA&d=1175249495559063>. Please, don't hesitate to ask questions and include us in the process.