

KBC PhD Winterschool 2025

Guideline for the presentation slides

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Purpose of this document

The purpose of this document is to allow all teams of the KBC PhD Winter School to use as much as possible the same guidelines to prepare the slides.

Content which needs to be delivered

Each group of the cases has to deliver a PowerPoint presentation with their results. This presentation consist of

- 1 header slide
- 6 slides with content
- 1 separating slide between content and additional information called "Annex"
- Unspecified number of annex slides with additional information

Header-slide

The first slide of the presentation must contain

- Title of the case
- Company of the case
- All involved members of the team
- Date of delivery

There is no guideline to design this slide.

6 slides with content

For the fair there are **only printed and presented the 6 slides after the header-slide**. There are no design-rules but we advise:

Choose a font style that your audience can read from a distance.	Choosing a simple font style, such as Arial or Calibri , helps to get your message across. Avoid very thin or decorative fonts that might impair readability, especially at small sizes.
Choose a font size that your audience can read from a distance.	Try to avoid using font sizes smaller than 12 pt, and you may need to go larger for a large room where the audience is far away. Please do not use font size smaller than 10
Keep your text simple and minimize the amount of text on your slides	Use bullets or short sentences, and try to keep each to one line; that is, without text wrapping. These slides are for print-out, not for presentation. The audience are people passing by. You need to be able to explain the main conclusions out of the slides. We will print the slides on A3 and place them on a card-board. Therefore please ensure a correct numbering in your title
Use art to help convey your message.	Use graphics to help tell your story. Don't overwhelm your audience by adding too many graphics to a slide, however.
Make labels for charts and graphs understandable.	Use only enough text to make label elements in a chart or graph comprehensible. Use correct caption
Make slide backgrounds subtle and keep them consistent.	Choose an appealing, consistent template or theme that is not too eye-catching. You don't want the background or design to detract from your message. See Combining colors in PowerPoint – Mistakes to avoid . For information about using themes, see Add color and design to my slides with themes .
Use high contrast between background color and text color.	Themes automatically set the contrast between a light background with dark colored text or dark background with light colored text. See Combining colors in PowerPoint – Mistakes to avoid .
Check the spelling and grammar.	To earn and maintain the respect of your audience, always check the spelling and grammar in your presentation.

We will not give a standard template. Please agree along your team-members and your case-owner (company) which is an acceptable template.

Be aware, that presenting “reading-slides” with text only is not appealing on a fair. Make sure you have self-explaining graphs.

[Annex slides with additional information](#)

There are no limits nor guidelines for the design of annex-slides. Be aware, that annex-slides are not printed nor presented during the fair. Annex can help to explain and provide more details to the case-owner.

[Additional advice](#)

It could be helpful during the fair that you have a full set of your presentation available. Be informed that we can't guaranty tables for laptops. Therefore we advice to have one printed and bundled version available.