Guide to Creating a Study Slide Deck

Guide Purpose

Offer direction on how to develop slide deck presentations on research trials and studies for patients and care partners, or clinicians.

Provide recommendations on optimal visuals and formatting for successful presentation delivery.

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How to Use Study Slide Decks

Recruit participants and care partners at in-person events, such as support groups, or through online webinars.

Recruit participants through clinician referrals by presenting study details at events, such as grand rounds.

Present study progress or results to participants, care partners or clinicians.

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Tips for Successful Presentations

Keep in mind the goals of the presentation (recruitment or education) and your audience (patients and care partners, or clinicians).

Tailor content and optimize visuals to give a seamless and effective presentation.

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Font

Use Sans Serif font types, such as Calibri or Arial, Serif

which are easier to read when projected. Sans serif

Use 12 point or larger font size to ensure readability

and be consistent with choice of font size and type. **Blackletter**

Use upper and lower case letters; CAPITALIZED DISPLAY

words are difficult to read.

Monotype

Limit the use of special formatting, such as **bold**,

*italics* and underline. Symbols

Color Scheme

Avoid using yellow, blue and green in close proximity because they are difficult to read.

Use font and background colors that contrast well, such as black font on a white background.

Use study or site branding to maintain consistency across materials.

Use one color scheme for the entire presentation.

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Easy to read

Difficult to read

Layout and Length

Use a preset slide layout for consistent content placement and fixed spaces between slide elements for maximum readability.

Use bullet points rather than complete sentences to limit text on slides.

Practice slide timing and be sure to leave at least 10 minutes for questions.

Use slides as accompaniment to the verbal presentation.

Title Slide

Title and Content

Section Header

Two Content

Comparison

Title Only

Blank

Content with Caption

Picture with Caption

*7*

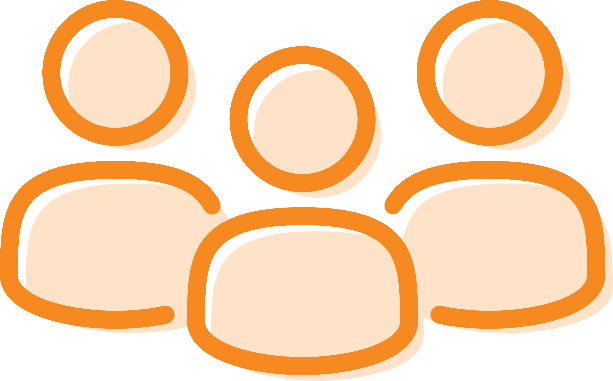
Visual Aids

Use graphs, charts and other images that are simple and easy to understand.

Choose high resolution images; view presentation in “Slide Show” mode to check visuals.

Find public domain images by using the “Bing Image Search” within PowerPoint or import them into the deck from other sources.

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Delivery

Tailor your presentation to your audience and their level of knowledge on the topic; define any unfamiliar or technical terms.

Provide background information that is relevant to the goals of the presentation; do not read the slide text verbatim.

Interact with the audience by posing questions and leaving time for questions at the end.

Reinforce main points and provide clear action steps at the beginning and end of the presentation.

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Additional Resources

See [The Michael J. Fox Foundation’s Recruitment](https://www.michaeljfox.org/research/resourcepack.html#recruitment_tk) [and Retention Toolkit](https://www.michaeljfox.org/research/resourcepack.html#recruitment_tk) for additional resources:

“Study Slide Deck Template” for guidance on developing slide content for a recruitment presentation

“Webinar Slide Deck Template” for guidance developing slide content to provide study updates during retention