MAG POWERPOINT PRESENTATION GUIDELINES

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General PowerPoint Guidelines

Thank for you being a valued MAG partner and sharing your expertise and insights with our growing membership community!

We appreciate you utilizing these guidelines along with the MAG's standard PowerPoint presentation template.

On the following slides you'll find guidelines on how to build your presentation.

Purpose

To make your presentations easier to create and more effective as a communications tool, while contributing to the MAG's goal of a more unified look to improve its visibility.

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Content Ownership and Formatting

MAG retains control over the presentation of sessions, topics, and materials, and all session materials become the property of MAG.

Basic Elements

- Use Calibri or Arial fonts
- Use black, gray, or white; blue can be used as a secondary accent color
- Simple backgrounds in white or black
- Consistent placement and size of headers
- Utilize: Images and videos that enhance content delivery
- Avoid: Animations, Slide Timing and Transitions
  - Slides automatically advance when webcast starts if "Use Timings" is enabled and saved on any slide.
  - Hidden slides will convert and display in Studio

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Presentation Size and cover options

PowerPoints utilize a 16:9 format

Changing the size of a presentation in "Page Setup" will stretch and distort graphics. Copy and paste graphics into a pre-sized document to avoid any distortion.

Maximum PowerPoint file size
The maximum file size is 300MB

Cover Slide
Utilize the cover slide provided in the PowerPoint template.

Session Title and Presenter Name Slides
Utilize the Presentation Title and Presenter Name Slides provided in the PowerPoint template.

Template Examples

Logo Usage: Partner Logos

External Presenter Logo
MAG often conducts its work in association with partners. One aspect of being a good partner is sharing credit.

Your company logo may be inserted only on the Introduction page of the presentation. Commercial logos and marketing messages are prohibited in presentations.

MAG Logo / Footer
To maintain brand recognition, external presentations will contain the MAG Conference footer referencing the MAG logo and conference details.

Avoid altering or covering this up unless full screen layout is required for select slides.

Content slides: Typography

Primary Font
Calibri or Arial are the MAG's standard typeface.

Alternate Font
If Calibri is not available, use the similar font Arial.

Emphasis
Bolding or italics can be used for highlighted content.

Accent Colors
Black, gray or white can be used as accent colors. Blue can be used as a secondary accent color.

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Content slides: Header/Subheader

Header size and typography

HEADER: CALIBRI/ARIAL BOLD, UPPERCASE 36 POINTS
Subhead: Calibri/Arial , 32 points

Consistent placement
Keeping the header in the same position from slide to slide makes it easier for the viewer to quickly identify the topic for that slide.

Concise headers
Avoid utilizing long headers. In cases where your header cannot fit into the frame, reduce the font size consistently or utilize a Subheader.

Content slides: body text

Body text typography size
Font size will depend on the amount of content on the slide, included graphics and the size of the conference room. Be consistent with your selections.

Recommended size when slide doesn't contain Images:

Paragraph Header: Calibri/Arial Bold, 26-28 Points

Paragraph body text: Calibri /Arial regular, 24-26 points when possible

12 points is starting to get really tiny, try to avoid going this small…

and 32 points is getting too large

Recommended size when slide contains Image:

Paragraph Header: Calibri/Arial Bold, 24-26 Points

Paragraph body text: Calibri /Arial regular, 22-24 points when possible

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Content slides: Content Area

Frame

The page frame contains the areas within which your content should be contained. You may reformat the space but Do NOT go beyond the frame boundaries.

Exception

There are circumstances where the most effective display of an image is full screen. Use this sparingly and only when the best option for delivering content.

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IMAGE Guidelines

- Utilize crisp images that are not pixelated, warped or blurry

- Utilize owned, public domain, royalty free or non-watermarked images

- Crop images to make them fit your layout (or selectively go full screen)

- Replace words with relevant images wherever possible

- Graphics are easier to read than tables of information

- Avoid obscuring slide content with too many photos
  - As a general rule, do not exceed more than five small-sized images, three medium-sized images or two large images per slide

Tips and best practices

RELEVANT TITLE

Create a Relevant Title
Submit a topic description and learning objectives to be included on the MAG registration site

BACKGROUND

Provide a topic Overview
Assume that attendees are not yet familiar with concepts

ACRONYMS

Define Acronyms
If you use an acronym, call out what it stands for the first time mentioned

USE CASES

Include Merchant Use Cases
Examples that cross multiple industry verticals and diverse tech teams ensures relevancy

RELEVANT

Relevant Topic and supporting content
Focus on market-ready solutions (Limit far off or future roadmap solutions)

TAKE-AWAYS

Summarize Key Concepts
What are the key points the merchant should take away from this presentation?

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Tips and best practices

Include

- ✓ Educational content
- ✓ Vendor-neutral information
- ✓ Use case examples/call-to-action recommendations
- ✓ Your contact information on closing slide

Avoid

- ⊘ Company overview slides
- ⊘ Specific details about products your company sells
- ⊘ Product pricing or business pitches

Content: Tips and best practices

Keep in mind why the audience is here

The best presentations focus on industry solutions, practical recommendations, innovative solutions, case studies, industry trends relevant to the attendee organizations.

Use the Notes Section

Keep notes and extra details that you would like to mention, but don't need to show, off the slide by adding them into the notes section.

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Content: Tips and best practices

One Slide, One Idea

Consider each slide as representing a single idea. The same for images. Clustering images adds clutter and dilutes your message.

Minimal Verbiage and Maximum White Space

Simplicity is the ultimate sophistication yielding greater impact and easier, quicker reading.
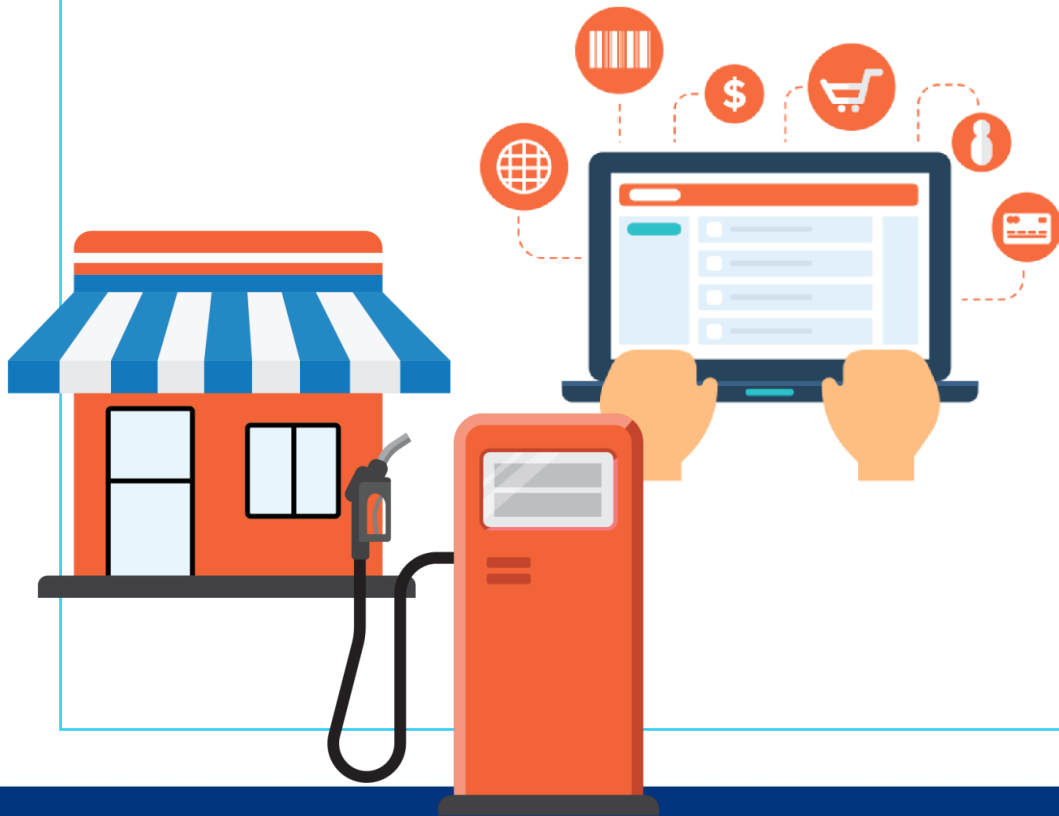
Avoid Busy Transitions

Animations, Slide Transitions and Word Art Object animation

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Images: Tips and Best Practices

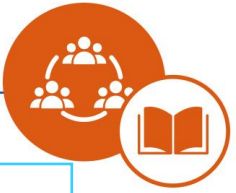## DON'T Scatter/overlap Images
Avoid images falling off page

DO Align and Crop Images
Images remain within Content area

Slide Format: Tips and Best Practices

Headers are a title for slide content, the purpose is not to explain slide content – keep short!

Point 1 Paragraph

Point 2 Paragraph

Point 3 Paragraph

Support

Conclusion

Short/Concise Header

Core slide concept paragraph

Make your point:

- Keep text to minimum
- Highlight important aspects
- Leave the context to your speech

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QUESTIONS OR COMMENTS?

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