Guidelines PowerPoint
Presentation | Pitch

Name, function, organisation

Date, location, country

ARTEMIS Joint Undertaking
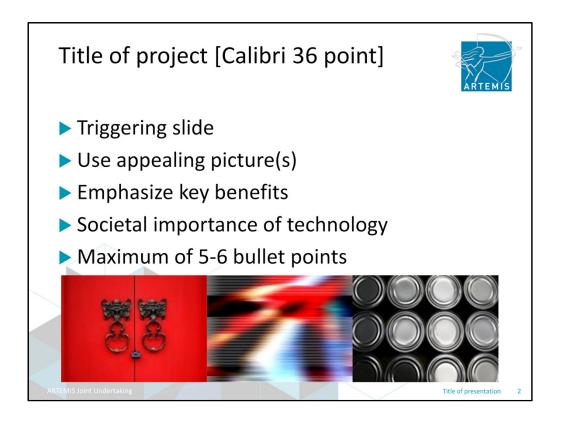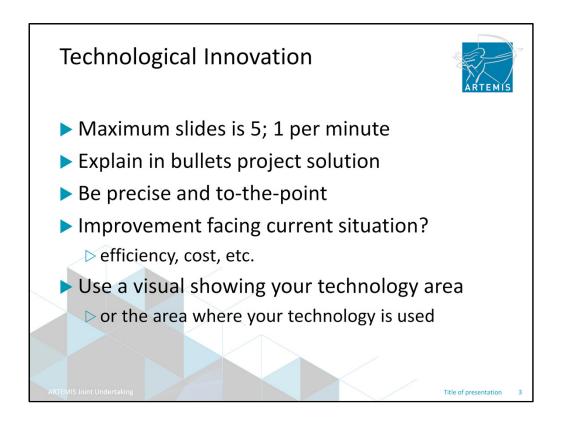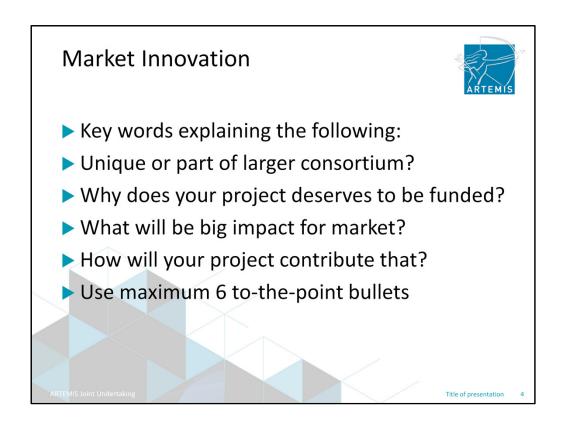*The public private partnership for R&D actors in embedded systems*

▶ Edit title to fit on max 2 lines [Calibri 44 point]

▶ Put the project name on the opening slide and try to explain in one sentence what the main focus of the project is, rather her than presenting what the acronym stands for, the audience immediately understands the goal/product of the project – knows the destination.

Title of project [Calibri 36 point]

▶ Triggering slide
▶ Use appealing picture(s)
▶ Emphasize key benefits
▶ Societal importance of technology
▶ Maximum of 5-6 bullet points

ARTEMIS Joint Undertaking

Title of presentation 2

‣ Do not use full sentences. Keep them for your verbal story

‣ Your verbal story should describe how the current situation compares to the future situation thanks to your technology and how it will contribute to society, life of people (your audience in fact).

‣ This story should give an example of a real situation that your audience recognizes as being a current problem.

‣ Do not forget to WELCOME everyone first and introduce yourself by mentioning your name and position in the project.

‣ The first page can also contain a slogan that speaks to the audience's knowledge of their world and the impact the project will have, e.g. "Putting the user in control"…

Technological Innovation

▶ Maximum slides is 5; 1 per minute

▶ Explain in bullets project solution

▶ Be precise and to-the-point

▶ Improvement facing current situation?
  ▷ efficiency, cost, etc.

▶ Use a visual showing your technology area
  ▷ or the area where your technology is used

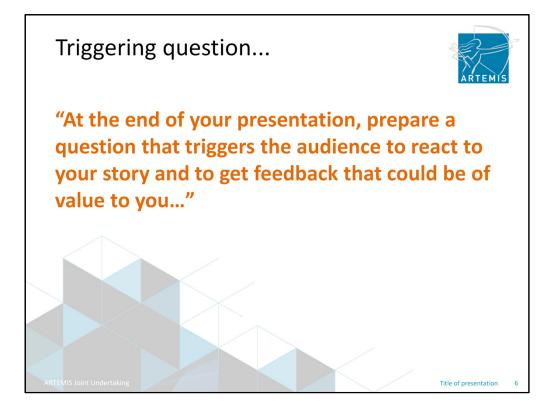ARTEMIS Joint Undertaking   Title of presentation   3

▶ Verbally explain the innovative character of your project and how it responds to industry trends.

▶ How it meets the objectives of ARTEMIS Call 2008 | Call 2009 | Call 2010 | Call 2011 | Call 2012.

▶ Indicate how your project will contribute to the European technology position in this area.

▶ Please understand that your audience might not have a technology background, but still need to recognize that your project is important for them.

▶ Try to define upfront what it is that you want your audience to remember (max 3 messages) and build your story around these messages.
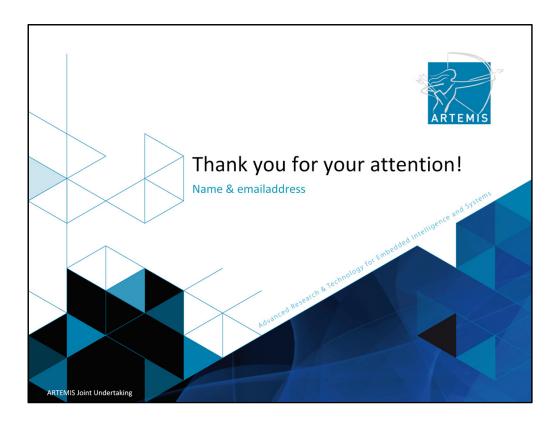
Market Innovation

► Key words explaining the following:

► Unique or part of larger consortium?

► Why does your project deserves to be funded?

► What will be big impact for market?

► How will your project contribute that?
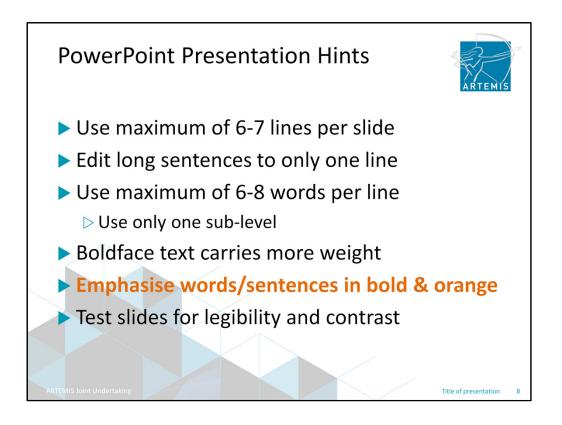
► Use maximum 6 to-the-point bullets

▸ Explain the position of the project/technology in the world (unique or as part of a larger consortium)

▸ Your project is selected by an independent panel of experts coming from academia and industry. Explain clearly why they think your project your project deserves to be funded

Next steps

▶ Explain how you intend to move forward

▶ When will the project become successful?

▶ Give a timeline of future activities

▶ Show as example a dynamic timeline or steps

▶ You can use the image of slide 2 again

▶ Prepare final message and triggering question

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▶ In case you want to add another picture or want to introduce an image for the e.g. call leaflet, keep in mind that we prefer NOT to show a visual of people with the product/application your are providing the technology for.

▶ As soon as an image of a product is published, the device is already 'outdated'. Therefor our advice to choose images which go 'back-to-the-basics' (e.g. as used in the SRA 2011 Book) of for an 'artist impression'

▶ Verbally please state that the success of your project depends on continued support and prepare a final message that you would like your audience to remember when they leave you.

Triggering question...

"At the end of your presentation, prepare a question that triggers the audience to react to your story and to get feedback that could be of value to you..."

Thank you for your attention!

Name & emailaddress

ARTEMIS Joint Undertaking

PowerPoint Presentation Hints

▶ Use maximum of 6-7 lines per slide

▶ Edit long sentences to only one line

▶ Use maximum of 6-8 words per line

  ▷ Use only one sub-level

▶ Boldface text carries more weight

▶ **Emphasise words/sentences in bold & orange**

▶ Test slides for legibility and contrast

▸ Preferable to use only the main bullet point [Calibri 32 point].

▸ If necessary only use one to maximal two sub-levels

▸ Change 'Title of presentation' in the footer. Go to 'View' than to 'Slide Master' and at the first (!) page of the 'Slide Master', the 'Title of presentation' can easily be overtyped.

For your inspiration…

http://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me.html