

## SOMERSET NHS FOUNDATION TRUST

### PRESENTATIONS AT BOARD MEETINGS AND COMMITTEES

Copies of PowerPoint presentation slides must be sent to the Board Secretary and Corporate Services Manager by email at least one day prior to the meeting (Email: [julie.hutchings1@somersetft.nhs.uk](mailto:julie.hutchings1@somersetft.nhs.uk)). The term “presentation” used in this guidance applies to both PowerPoint and non PowerPoint presentations.

The presenter may find the following guidelines helpful:

- 1 Keep to three to four key messages.
- 2 Keep the number of slides to a minimum.
- 3 Understand your audience and design presentation accordingly.
- 4 Keep it short and simple, **a maximum of 10 minutes**.

It is helpful to structure presentations around key messages:

- tell the meeting in the first minute of your presentation what your key messages are and what you are expecting the Board to do/action; expand on these for six to seven minutes;
- summarise and link your key messages to why the meeting should agree your recommendations in the last minute of your presentation.
- for a ten-minute presentation it is recommended that you time this to last eight to nine minutes as it can take a little longer on the day.

Also:

- do not read excerpts from your paper – assume that the Board has read the paper. The purpose of the presentation is to give members an insight into key issues and to explain the logic of your recommendations;
- do not spend a long time on context and policy background – this detail should be included in your supporting paper. Members will already have read this.

#### **Understand your audience and design your presentation for them**

It is important to reflect on the views and likely questions from members in advance of the meeting. In the process of undertaking your work and in the course of consulting on the paper you will be presenting, you will have gained an understanding of the key concerns or questions that relate to your paper. You should address these concerns and questions in your paper and the high level issues in your presentation.

Most people have a reasonably short attention span especially when it comes to PowerPoint presentations. Your presentation may be one of a number of

PowerPoint presentations to be seen that day. Ask yourself if a picture or a graph would be a better way of communicating some of the points you want to make.

**Keep it short and simple – a maximum of ten minutes (unless instructed differently).** The members at the meeting may not have a clinical background or an in-depth understanding of the topic covered by your paper. A member may have a special interest in a topic so will be better informed than others. Executive members will usually have had the benefit of discussing your paper in one of the management meetings. For these reasons, guard against giving a presentation which is aimed at a technical or clinical audience. You should be able to present an argument that an informed member of the public will understand and can follow. All members of the Board will benefit from a plain English approach.

### **Need further advice and Help?**

Contact the Board Secretary and Corporate Services Manager (Email: [julie.hutchings1@somersetft.nhs.uk](mailto:julie.hutchings1@somersetft.nhs.uk)) or the Corporate Services Officer (Email: [tina.hickinbottom-tacey@somersetft.nhs.uk](mailto:tina.hickinbottom-tacey@somersetft.nhs.uk)). They will be able to give you initial advice and if necessary point you in the direction of someone who can give you further advice.