Meeting Tomorrow

Creating Great Content

Guidelines to creating and submitting slides, videos, and other content for your event.

About these Content Guidelines

Eye-catching slides, videos, and other content is a key tool for keeping you audience's attention.

Due to the size, scale, and the importance of file organization, creating content for an event requires a few special design considerations. We've outlined these considerations in this document to help make the process clear and easy.

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Overall Slide Design Guidance

- Slides should be in 16:9 format. (Not 4:3 format.)

  - Your slides are already likely in the correct format. To double check in PowerPoint, go to the "Design tab." Click on the right end of the Slide Size toolbar. Make sure "Widescreen (16:9)" is selected.

- We recommend creating all decks in PowerPoint. If slide decks were created in Google Slides and then exported to PowerPoint, please check to make sure all formatting was exported correctly before submitting.

- Overall, remember **your slides are there to support your message** — not deliver it for you! Keep text to minimum. Design with that key concept in mind.

Text & Fonts

- Avoid using smaller than 24 pt font **anywhere** on your slides

- Avoid using custom or licensed fonts (aka fonts that have been downloaded from the internet.) Custom fonts used in PPT decks (those not included in Microsoft Office 2016), must be provided **3 business days in advance of the event for testing.**

- Make sure all text contrasts clearly against the background. For example, do not use yellow on a white background, navy on dark navy background, purple on gray etc.

  Not sure if your text contrasts enough? Use a contrast tester tool like this one.

The dog jumped over the log.

The dog jumped over the log.

Images

- Check to make sure no images are pixelated or blurry. If they look pixelated on a computer screen, that issue will be even more apparent on a larger screen.

- If you need to submit a single image (JPEG or PNG), please create a new PowerPoint file and add it to a single slide. Then, submit the PowerPoint file rather than just the image itself.

  - For example, let's say you want to put a map on the screen, and you only have one image to show during your presentation. Instead of sending the image file, put the image of the map on a slide in PowerPoint, and submit the PPT file.

Naming Files for Submission

- Slides should be submitted as PowerPoint files, not PDFs or JPEGs.

- Title your slide deck with your first and last name, presentation title, and a version number.

  - For example: JoeSmith_Marketing101_v1

KathleenClark_ClimatePolicy_v1.ppt

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Video Guidelines

- Video files should be provided as separate files, **not embedded into presentations**

- Videos to be provided in MP4 format and saved as the same name as the presenter whose presentation it is for and the date and/ or title of the presentation

- For example, "JoeSmith_ Marketing 101_ 03-21-2023.mp4"

- Recommended max video file size: 4GB total

MindySmith_PowerofYoga_07-22-2023.mp4
File size: 2GB

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Questions?

Don't hesitate to reach out to
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