



CIBSE CPD PRESENTATION GUIDELINES

DO's

- Start the presentation with the Learning Objectives. (This is not the same as the agenda)
- Ensure the presentation is centred around technical content and is clear and well explained
- Ensure there are clear Learning Outcomes
- Ensure that the presentation lacks commercial bias
- Ensure the presentation is in PPT format and speaker notes are included
- Ensure the duration of the presentation is either 1hr, 2hrs, 3 hrs or half day and not more than 4 hours long
- Ensure that the information displayed on slides is succinct and to the point
- Ensure any Standards and Regulations quoted are appropriate and current
- Expand on acronyms when first mentioned in the presentation
- Include a summary slide at the end which is a recap of the Learning Objectives set at the start of the presentation

DON'T

- Give a long history of your own company (a very short overview is acceptable)
- List your own products
- Make the presentation company specific just to your products or a condensed version of your product catalogue
- Produce a manufacturer's brochure in the form of a sales pitch
- Use case studies that are just your own company's success stories



GENERAL ADVICE

- Think about how much information you put in one slide and how many slides you expect to get through in the allotted time
- Think about how to keep your audience engaged by using images/practical demonstrations
- Try to avoid using too many brand names and company specific marketing
- The presentation should be aimed at a particular audience
- The name of the presentation should be reflected in its content
- Avoid large amounts of text but where essential, and consider breaking into bullet points
- Some presentations may be viewed online so use a large font size for clarity
- If showing examples of Application Solutions, include Advantages (to the client) and Disadvantages too.
- Cite the source of any external material on the slide, not at the end.
- Cover only products and solutions that are readily available in the market today.
- CAD drawings may need to be simplified and line widths increased for clarity. A minimum width of 2pt is recommended.
- Avoid pasting complete graphs/charts into the presentation. Only include parts that are relevant.