



Figure 2: Guidelines for the introductory slide. Description: the introductory slide should include the basic facts needed to attune the audience to the subject; an amusing anecdote is often a welcome addition – if it is balanced and compatible with the subject. Explanation: this type of introductory slide keys the audience into the main points of the subject and prepares them for further discourse and more in-depth coverage; it is often said that an audience will only remember up to seven key points of a presentation, so it is important to state these points early and clearly. Implication: this structure ensures that the main points will be emphasized early in the presentation and that misunderstandings are avoided.