



How to Make Your Council Chambers Presentation More Effective

This information is intended to help you create and choose materials for your presentation. The materials presented will appear on the monitors in the Chambers and possibly broadcast on KSUN-15, the City's government access cable channel.

Each speaker is limited to a maximum of three minutes. For land use items, applicants are limited to a maximum of 10 minutes for opening comments and 10 minutes for closing comments.

Staff assistance is not available during meetings. As a speaker or presenter, you should bring someone with you to run any special equipment. **Presentation materials – video cassettes, DVDs, overhead projector items, etc. – should be provided to the city clerk or recording secretary a minimum of 30 minutes prior to the start of the meeting.** Contact information is provided at the end of this guide. PowerPoint Presentations must be pre-loaded on the City's presentation laptop, which requires submission prior to noon on the day of the meeting. The City Clerk will provide a computer remote control for use during the meeting, but the clerk is not able to provide further assistance during the meeting, and cannot operate any display devices for you.

Speaker Cards

- Speakers are invited to the podium by the mayor or the chair. To assure you have an opportunity to speak, please complete a speaker card and give to the city clerk or recording secretary before or during the meeting.
- Cards are also helpful to assure the correct spelling of your name in the meeting's minutes. Contact information, if included, is used should follow-up after the meeting be desired.
- Blank cards are available on the table in the back of Chambers.

Handouts

- **Please contact the city clerk or recording secretary a minimum of 30 minutes prior to the start of the meeting to coordinate your use of special display materials.**
- Please bring 12 copies of your handouts to the meeting.

Overhead Materials

- **Please contact the city clerk or recording secretary a minimum of 30 minutes prior to the start of the meeting to coordinate your use of special display materials.**
- Items, including three-dimensional objects, can be displayed on our document camera overhead projection system. When possible, use landscape format.
- Photographs: Non-glossy finishes help reduce glare. Tape multiple photos to an 8 ½" x 11" piece of paper, using a landscape (horizontal) orientation.
- Handwritten materials should be legible; with lettering at least one-half inch high.

Video Cassettes and DVDs

- **Please contact the city clerk or recording secretary a minimum of 30 minutes prior to the start of the meeting to coordinate your use of special display materials.**
- Videotapes and DVDs are generally used for special presentations only.
- Submit VHS format videos and DVDs for review to the appropriate City staff office at least three working days prior to the meeting. Contact numbers are listed at the end of these guidelines.
- Video and DVD length will be included in your total allotted speaker time.



Slides

- Bring your slides loaded into a standard carousel in the order you wish them to be displayed.
- The electronic slide projector can zoom and focus.

PowerPoint

- PowerPoint presentations must be made from the City-provided computer. Non-City computers will not be allowed a connection.
- PowerPoint files should be sent via e-mail in advance to the appropriate City staff person or Communications office, or provide a disk no later than noon the day of the meeting. Contact numbers are listed at the end of these guidelines. We suggest you also bring the PowerPoint file on CD or USB flash thumb drive as a backup. Your file will be loaded into the City computer prior to the start of the meeting. If you submit a file by e-mail, call the appropriate office to confirm that your file was received.
- A wireless remote is available to allow you to advance the PowerPoint slides while speaking at the podium.
- Some tips to help the audience read your PowerPoint presentation:

Color

- Use a simple color scheme – don't use too many colors on one slide.
- Color-perception problems are common – avoid combinations of brown/green, blue/black, and blue/purple.
- Use one of the built-in PowerPoint themes to give your presentation a uniform look.

Size

- Use a common, bold font (Arial Rounded Bold works well) with thick lettering.
- Use a minimum of a 28-point font.
- Do not fill slide to the edges - maintain wide clear borders on all sides of the slide.

Content

- Do not use animations - they are distracting and may not render properly.
- Do not put too much text on one slide - break up the information over two or more slides.
- Limit the number of bulleted points to three per slide.
- Limit the number of lines per bullet to no more than four lines each.
- Limit graphics - too many can clutter and detract from your presentation.
- Ensure graphics (pictures, charts) are large enough to be easily seen and understood.



Wireless Microphones

- A hand-held microphone and a hands-free lapel microphone are available for those unable to come to the podium.



For questions, contact:

City Council presentations:

Communications Division (408) 730-7535
e-mail: communications@ci.sunnyvale.ca.us

Planning Commission presentations:

Planning Division (408) 730-7440
e-mail: planning@ci.sunnyvale.ca.us