

GovTalk

Get to the Point.

This material was prepared by Andrew Graham, School of Policy Studies, Queen's University, Kingston, Canada. Use it freely and share it with my full permission. If you have any comments or questions, contact me at andrew.graham@queensu.ca

2.5 Sample Government Guidelines on PowerPoint Presentations

Most governments will provide guidelines on how prepare formal decision-making documents for such high-level uses as Cabinet document, presentations to Treasury Boards and senior political briefings. Individual departments also create formats and guidelines. Most will have web-based common formats to use in such instances.

What follows is an example of the kinds of guidelines that the federal government issues. It can be fully accessed at: <https://www.canada.ca/en/privy-council/services/publications/memoranda-cabinet/drafters-guide-documents.html#IV.3>)

direction on use of slide presentations:

- Presentations have a maximum length of 12 slides, including the title slide. The maximum length is the same for each of the English and French versions. Any supplementary information (e.g., graphs, tables, past accomplishments, etc.) should be included in annex slides, which do not count towards the slide limit. However, annex slides are for reference only and should not be presented on screen during the Minister's presentation.
- Each slide of the presentation, including the title and annex slides, must be marked "secret" in the upper right corner.

- There should be a high contrast between the text and background in the presentation (e.g., black and white) in order to facilitate ease of reading on screen. All presentations must contain the following sections:
 - Title page (slide 1);
 - Key Outcomes / Recommendations (slide 2);
 - Context / Analysis (slides 3–11); and
 - Summary (slide 12)
- Where applied, no exceptions to these guidelines will be made without the agreement of the Assistant Secretary of the responsible PCO secretariat in consultation with PMO.
- Title Page: The first slide of the presentation must contain the title of the presentation. Drafters can decide whether or not to include the Minister’s title (e.g., “Minister of”) but they should not list the date of the meeting or reference the committee in question.
- Key Outcomes / Recommendations: Similar to the MR section of an MC, this slide should summarize the objective of the presentation and clearly set out, in concise bullet form, the key outcomes / recommendations for which the Minister is seeking input from the committee. However, in contrast to a typical MC, these key outcomes / recommendations need not contain detailed program or costing recommendations, although that may be appropriate in some circumstances.
- Rather, the key outcomes / recommendations slide could focus on specific directions that the Minister wishes to further pursue, recommend one of several options under consideration, propose principles that would inform future work, or propose the dropping of certain proposals from consideration. The slide should clearly seek support for outcomes that will advance the policy or program development process.
- This section should not exceed one slide.
- Context / Analysis: While there are no specific information requirements for the remainder of the presentation, this section should clearly and concisely provide information in support of the discussion. The following information could be included:
 - Limited background information, recent developments;
 - Analysis and key considerations;
 - Options for consideration;
 - Costing for all options;
 - Proposed implementation approach (timing, next steps); and
 - Communications (stakeholders’ views, key messages, strategies).
- Summary: The final slide should summarize the objective of the presentation (i.e., key outcomes sought / recommendations). This slide would be kept on the screen following the presentation in order to guide Ministers during their deliberations.

