

Posters

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The Poster Presentation

Presenting Data at a Scientific Meeting

Characteristics of effective presentations:

Organized

Rehearsed

Visual appeal

Relevant to audience

Demonstrates enthusiasm

Essential Elements of a Poster Presentation

Information

Audience

You

A Poster Is...More than Presenting Data

- Enables your contribution to a meeting
- A significant part of professional education
- Provides information
- Develops your experience
- Builds networks and contacts
- Tremendous source of feedback

Poster: Step One

Prepare and submit your abstract

Poster: Step Two **Inform yourself about the meeting**

- Consult instructions
- Learn about your audience

Poster: Step Three

Develop and construct the poster

Poster with Horizontal Layout: Title of Poster in Arial, Bold, 60-80 Points

Sponsor Logo

Names of Authors in Arial, 44 Points, Bold
 Department in 40 points bold
 Institution in 40 points bold

Institution Logo

Heading (Arial: 44 Points, Bold)

The first section of the poster should define the topic and show its importance. A good test is whether the poster can orient the audience to these two aspects in 20 seconds. Shown in Figure 1 are two possible layouts for a poster. This section was set in Arial, boldface, 36 points.

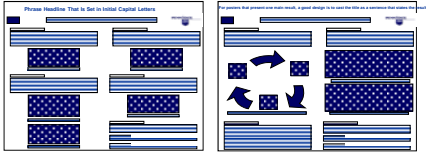


Figure 1. Two possible layouts for poster (caption: 32 points, bold).

Heading (Arial: 44 Points, Bold)

One section of a poster should present the results. Often the results can be depicted with graphs, such as for an experiment, or with drawings such as with a design.

Shown in Figure 3 are two more possible layouts for a poster. This section was set in Arial, boldface, 36 points. Note that the amount of type in the sections affects the choice, size, and boldfacing of the typeface. No matter the type that you select for the sections, you should still use a bold sans serif for the headings.

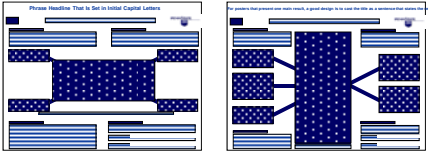


Figure 3. Two more possible layouts for poster (caption: 32 points, bold).

Heading (Arial: 44 Points, Bold)

The second section of the poster might serve a number of purposes: background information, methods, or system design. An important point with posters is to rely on visuals rather than long blocks of text to communicate. Figure 2 shows two more possible layouts for posters. This section was set in Arial, boldface, 36 points.

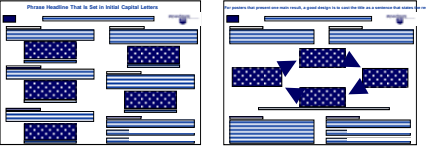


Figure 2. Two other possible layouts for poster (caption: 32 points, bold).

Heading (Arial 44 Points)

The final section of the poster generally provides conclusions and recommendations. This section was set in Arial, boldface, 36 points. As with the first section, this section is read by most passers-by.

Acknowledgments (Arial, 36 points, bold)

In this template, acknowledgments are set in Arial, 32 points. Try to keep the acknowledgments to one or two lines.

References (Arial, 36 points, bold)

First reference in Arial, 32 points, with reverse indent: alphabetical or numerical order.
 Second reference in Arial, 32 points, with reverse indent: alphabetical or numerical order.

Poster Components: The Title

- Choose words carefully
 - Impacts your CV
 - Source of keywords
 - Determines who will come to view your results
- Size: 120 Point (2 inches height)
- Face: Sans Serif vs Times

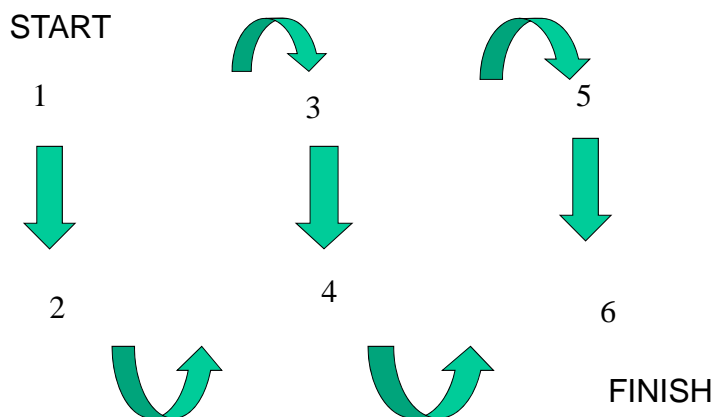
Poster Components: The Sections

- Introduction
- Methods
- Results
- Summary
- Conclusions
- Acknowledgements

Poster Components: The Results

- Pick importance
- Effective figures
 - Simple
 - Self-contained (figure legends)
 - Style (color can be useful)
 - Sequence (number to enhance flow)

Assemble Ingredients Top to bottom and left to right



Tips for Visual Impact

- Labels and Logic
 - Use of headers
 - Font size and style

48 PT BOLD TYPE

30 PT Declarative statements

24 PT Text minimum

Important Details

- Plan for the space allotted
- Travel with your poster (carry-on)
- Bring your own pushpins, business cards, copies of poster, etc.)
- Be with your poster all of the presentation time (almost all...)
 - (few details if you did it right!)

Poster Presentations...

- Require
 - Planning
 - Preparation
- Provide rewards
 - Can be extremely effective
 - Provides exposure for you and your data
 - Brings feedback from the experts

Remember....

Participating with a poster in a scientific meeting is a good investment in your professional development!