

The Art of Poster Presentation

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Poster Pointers

- Tell a story
 - What is the punch-line
 - What is the best way to tell it
- Keep it simple
 - What is the question
 - What pieces of data answer the question
- Fewer words are better
 - Simple sentences
 - Clearly state what you want to say

Poster Components

- Title, authors, institutions
- Introduction and/or Abstract
- Hypothesis
- Materials and Methods
- Results
- Model (if relevant)
- Summary and Conclusions

Content

Title

- **Title:**
 - First glance of work
 - Short and to the point
- **Authors:**
 - First is usually presenter
 - Rest contributed to work
- **Institutions:**
 - Departments and institutions where work was performed
 - Can give email address

Introduction

- **Abstract (optional)**
 - Identical to what was submitted
 - Fill the page
- **Introduction**
 - 5-6 sentences introducing work
 - Purpose of study
- **Hypothesis**
 - What are you going to test
 - Can give the punch-line

Materials and Methods

- Titles for each method used in study
 - Patient demographics
 - Flow cytometry
- Brief summary of method
 - Not detailed
 - Just enough to let reader know what you did
- If you published, give reference

Data

- **Data**
 - **Background:** patient history and lab findings
 - **Key pieces:** test hypothesis
- **Titles and Legends**
 - **Question/title:** introduce experiment
 - **Legend:** Explain data in figure
- **Schematic Models**
 - **Great for the reader:** use them

Summary and Conclusions

- **Summary**
 - Brief review of work shown
 - What are the findings
- **Conclusions**
 - What did this study show
 - How does it contribute to literature
 - What will you do next

Mechanics

Presenting Your Project

- **Fonts**
 - **Comic Sans**
 - **BOLD**
 - **Big enough for viewers to read**
- **Figures, graphs, pictures**
 - **PowerPoint**
 - anything in PowerPoint can be inserted
 - any scanned picture can be inserted
 - excel graphs can be inserted

Presenting Your Poster

- Introduce yourself
- Have a script prepared
- Guide visitors through the poster, briefly discussing:
 - The goal of the project and why it's important
 - The most important points
 - Future goals
 - Take questions
 - Thank people for coming

Remember

- You are selling your work, so look the part
- Dress professionally
- Look at visitors and talk directly to them
- Speak slowly
- Don't be defensive and accept you don't know everything
- Have a concise take home message
- Thank people for suggestions they make

Common Mistakes

- Not being at your poster
- Discussing too many details - one size does not fit all
- Poster simply contains too much information
- Too much text, not bullets
- Lack of a uniform style
- Too much data - white space is good!
- Font too small, too fancy, hard to read
- Graphics that are too fancy and distracting