The Hidden Value of Poster Presentations

Panel contribution

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What is a poster?

- A source of information.

- A summary of your work.

- An advertisement of your work.

- A **visual** communication tool.

Appearance of a Poster

Remember, it is a **visual** communication tool…

▶ Images

○ Make smart use of figures
  - "*An image is worth more than 1000 words!*"

○ Visual displays of data
  - Focus on **relationships**, not data

○ Clean graphs show data clearly
  - They use blocks of <u>supporting text</u>

○ Neat and uncluttered
  - Balance the placement of text and figures

▶ Text

○ Text size
  - Should be large enough to be read from 1-2 meters

○ Bullets are your friends
  - Help avoid paragraphs and keeps text in small blocks

○ Good contrast colors
  - Dark letters on light background

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Contents of a Poster

Remember, it is a **visual** communication tool...

▸ Tell a story

- ◦ Why your work matters
  - Intro/background
- ◦ What you did
  - Methods
- ◦ What you found
  - Results
- ◦ What you recommend
  - Discussion/conclusion

Enhancing results and implications

▸ Avoid
- ◦ Excessive focus on methods

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So, you have a poster…

Remember, it is a visual communication tool…

The purpose of a poster

▸ Supports a good **starter** or **pick-up line**.

▸ Engages colleagues (and others!) in **conversation**.

▸ Assists you in making it an **enduring** conversation.

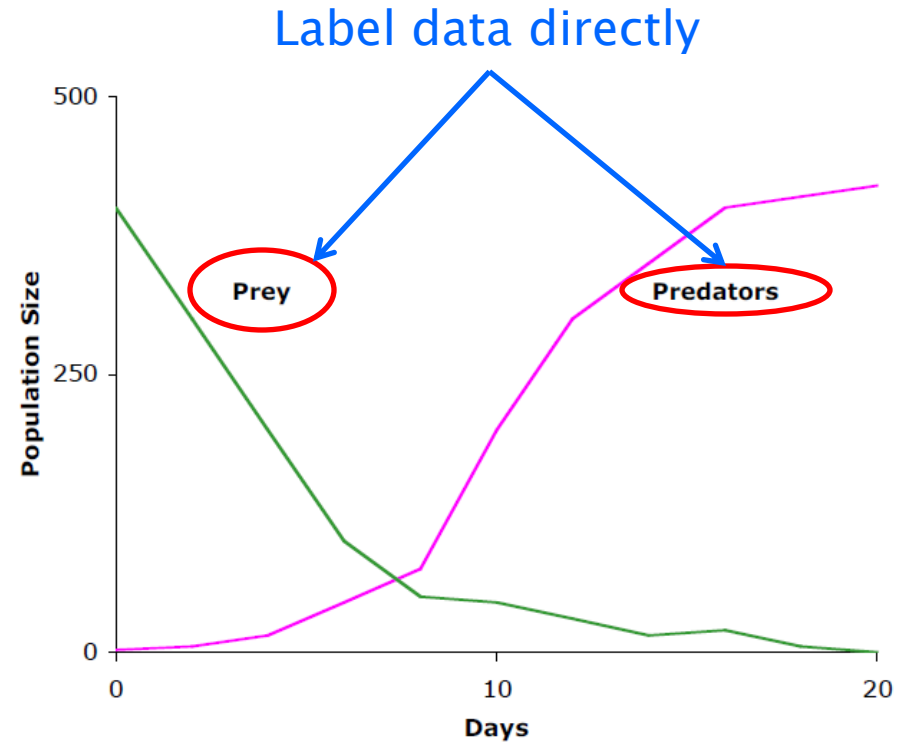▸ Gets your main points across to as many people as possible.
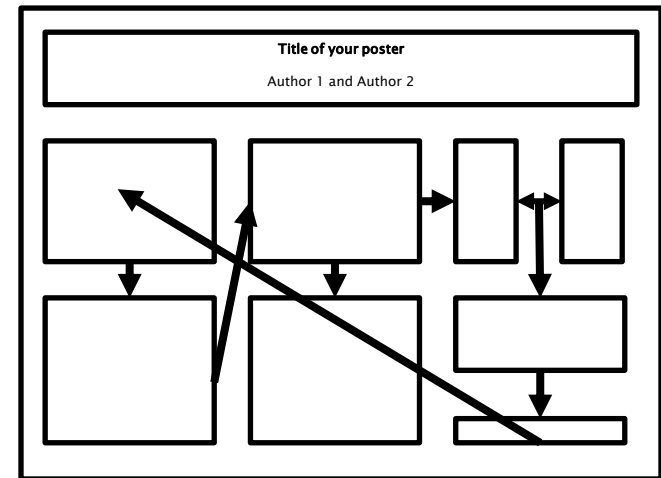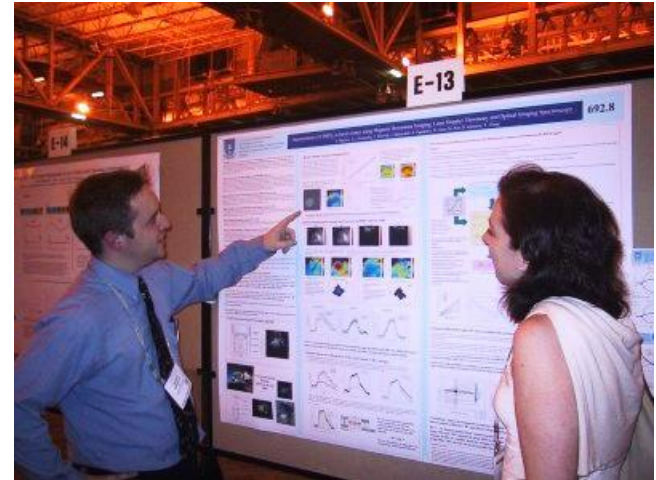
The hidden value…

- Allows you to put together a **big picture**

- Enables you to come up with "intellectual pills"
  - Extract the essence of your work out of its complexity

- Helps you exercise the funnel effect
  - From the macro-view gradually down to details and up again

- Prepares you to engage in conversation in other settings
  - With a variety of audiences (:: including policy makers ::)
  - Picking up conversation from random points – and making yours!

- Are you a graduate student?
  - Ca**$**h and prizes could be one of the value**$**…

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Default conversation flow (detail)

The Title Here

Author 1 and Author 2

Graph example

Label data directly

Focus on relationships,
not on exact data