

Tips for Effective Poster Presentations

Through the process of trial and error, scientific societies and veteran poster presenters have come up with the following rules of thumb for effective poster presentations.

1. Prepare a banner in very large type containing a descriptive title, the authors, and their affiliations. This banner should be situated high up on the poster so it can be seen above people's heads from a distance of 15 to 20 feet.

2. Bracket the poster with an introduction at the beginning and a list of conclusions at the end. Remember that many, people will read only these two parts of your poster.

3. Make the flow of information in a poster explicit with the use of inch-high numerals. The flow of information should be organized in columns running down the poster not in rows running across it.

4. The poster should be self-explanatory, so that its main points will be communicated even if you are not there. But don't load it down with large amounts of methodological detail or lists of references. Curious observers can ask you about these things directly.

5. Each illustration should have a prominent headline containing its take-home message in just a few words. The text below the illustrations should be in smaller type and should contain far more information than the typical figure legend. Only the most interested readers will spend time with this text.

6. Prepare a presentation of no more than five minutes (preferably two to four minutes) to walk interested parties quickly through your poster.

7. Make the poster well in advance and practice it with your colleagues, much as you would practice an oral presentation.

8. Taking into account Murphy's Law, bring extra push pins (not thumbtacks) with you to the meeting. And consider making up two complete copies of the poster. Mail one copy ahead or send it with a friend.

9. At the poster session, let people peruse your poster for 30 seconds or a minute before approaching them to ask if you may lead them through it. But don't be shy about introducing yourself, since the opportunity to meet people is one of the major advantages of poster sessions.

10. If you have a preprint of a article already prepared, consider having a supply ready at the poster session to hand out to people who are especially interested. If not, take down names and addresses and offer to send the preprint when it is ready.

SUGGESTIONS FOR PREPARING EFFECTIVE POSTERS

GENERAL INFORMATION

A poster should be self-contained and self-explanatory, allowing different viewers to proceed on their own while the author is free to supplement or discuss particular points raised in inquiry. The poster session offers a more intimate forum for discussion of information than does the slide presentation, but discussion becomes difficult if the author is obliged to devote most of the time merely to explaining the poster to a succession of viewers. Remember that the time spent at each poster figure is determined by the viewer, not the author, as in the case of slide presentations.

BEFORE THE MEETING

Planning

Poster boards are 5'8" (1.75 m) wide and 3'8" (1.1 m) high. For effective use of this space, consider organizing illustrations and text using a grid plan. Arrange materials in columns rather than rows. It is easier for viewers to scan a poster by moving systematically along it rather than by zig-zagging back and forth in front of it. Five columns can be formed using poster elements printed on 11" wide paper (or 29–30 cm wide A4 or B5 paper) with suitable spacing or borders.

An introduction should be placed at the upper left and a conclusion at the lower right, both in large type. It is rarely necessary to post a copy of the abstract.

Illustrations

Figures should be designed to be viewed from a distance, and should use clear, visible graphics and large type. Although each figure should illustrate no more than one or two major points, figures need not be simple. The main points should be clear without extended viewing, but detail can be included for the aficionado.

Each figure or table should have a heading of one or two lines in very large type stating the "take-home" message. Additional essential information should be provided below in a legend set in 16 pt. or larger type. Because there is no text accompanying a poster, the figure legend should contain commentary that would normally appear in the body (Results and Discussion) of a manuscript. It should describe concisely, not only the content of the figure, but also the conclusions that are derived. Details of methodology should be brief and should be placed at the end of the legend.

Text

Minimize narrative. Use large type in short, separated paragraphs with unjustified (ragged right) margins. Numbered or bulleted lists are effective ways to convey a series of points. Do not set entire paragraphs in uppercase (all capitals) or boldface type.

Title

Prepare a banner for the top of the poster indicating the abstract title, author(s) and affiliation(s), and session number of the abstract. (The session number is indicated on the Program Confirmation Card.) Lettering should be at least one inch high.

Layout

Materials should be mounted on colored poster paper or board. You may want to group logically consistent sections or columns of the poster on backgrounds of the same color. Colors should be muted; shades of gray are also effective.

The sequence of illustrations should be indicated with numbers or letters at least one inch high. (Omit "Fig." or "Figure;" it is unnecessary and occupies too much space.)

A SAMPLE POSTER SHOWING
SUGGESTED ELEMENTS AND LAYOUT
IS ILLUSTRATED ON THE NEXT PAGE.

AT THE MEETING

Fifteen minutes prior to the start of your session, post your materials on the board specified on your Program Confirmation Card and leave them in place for the full session. Pushpins will be provided in the area.

The presenting author should be at the board during the hour specified on the Program Confirmation Card, and may elect to be present for a longer period.

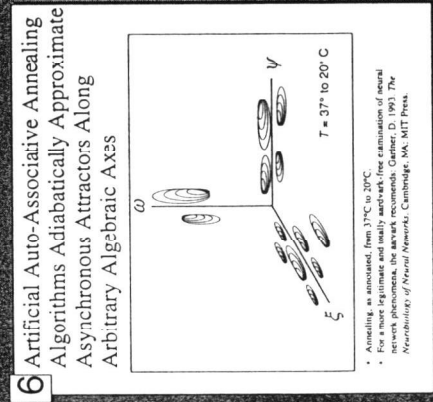
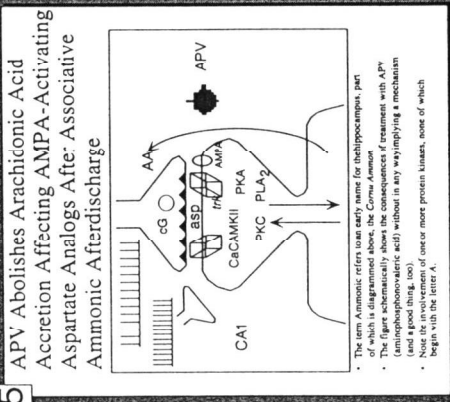
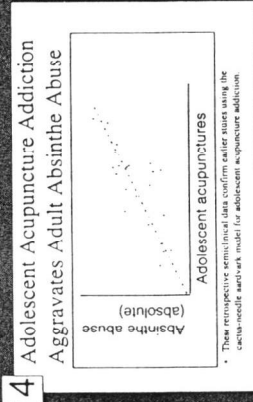
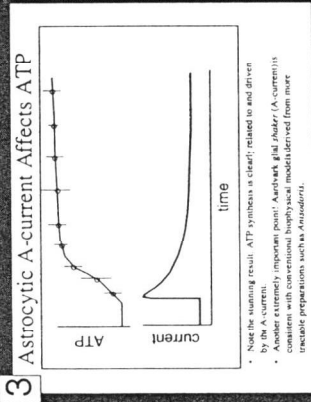
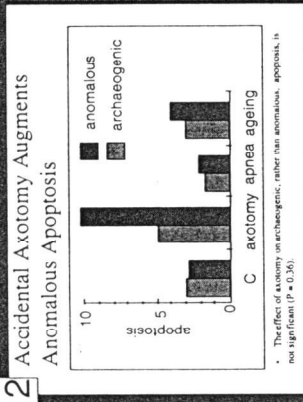
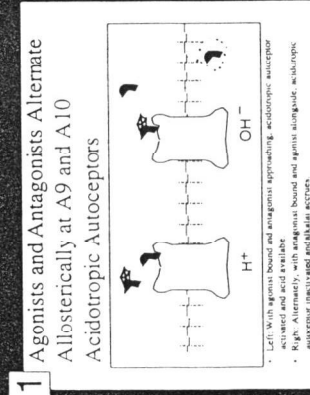
Please do not write or paint on the poster boards. Blackboards will be available in the area for use during discussions. **Note that projection equipment will NOT be provided in the poster session area.**

Materials must be removed promptly at the end of the session. Morning session posters should be completely removed by 12:15 p.m. to permit afternoon authors sufficient time to set up their posters. Materials in poster sessions ending at 5:00 p.m. must be removed promptly, as authors and audience must leave the hall by 5:15 p.m.

Arachidonic Acid Anomalously Accumulates after Archetypic Apoptosis at Aardvark Association Areas. Anna Author, Aaron Associate, and Alana Advisor. Dept. of Neuroscience, Univ. of Affiliation Medical School, Affiliation, AZ. 208.17

Introduction
 Author and Associate apostrophized alligator, amphibians, albacore, amphioxus, amphiuma, albaross, anchevy, anemone, angora, *Anisostaris*, annelids, *Aplysia*, armadillo, *Ascaris*, and *P. americana*, affirming and adopting aardvark as an artifact-avoiding Alzheimer's animal archetype, admitting atypical axonology.
 Again aardvarks advance aspect associating areas as advanced agonist/antagonist alrimation, axiomized anygotia, AMPA-activated aspartate afterdischarge, antisera antibodies, and auto-associative algorithms.

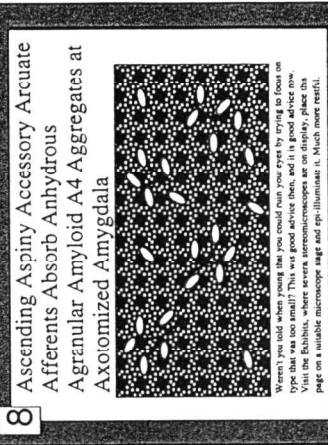
Methods
 As in alternate approach, all astrocyte arrays are attached to acrylic agar-agar absorbers and arranged as architectural assemblies. All advanced apparatus aligned as advised annually. Axonal aniline antibody-stained antigenized automatically. Arousal and apprehensive attitude apportioned as anomalous auditory aversion.
 Apposed arcs and adjacent angles are acquired as alphanumeric ASCII and arbitrary/approximated arithmetically, applying ALGOL, is appropriate aerobic and anaerobic aerosols avoided. AI additional aspects are applied as arrived artfully after Authority, Adjunct, Advisor, Affiliate, Autodidact, Ally, Academic, Alert, Associate, and Author's archetypal and apodictic articles; Adversary's, Ambivalent's, Ambiguous', and Administrator's aggravated artifacts are abjured.



7 Anterior Analgesic Antisera Antibody Antagonizes Antisense Anipsychotics

Antisera antibodies		Antibodies antisense		All antibodies	
ant-1	ant-2	ant-1	ant-2	ant-1	ant-2
0.8	0.9	0.5	0.7	0.3	0.4
0.6	0.7	0.4	0.6	0.2	0.3
0.5	0.6	0.3	0.5	0.1	0.2
0.4	0.5	0.2	0.4	0.1	0.1
0.3	0.4	0.1	0.3	0.0	0.1
0.2	0.3	0.0	0.2	0.0	0.0
0.1	0.2	0.0	0.1	0.0	0.0
0.0	0.1	0.0	0.0	0.0	0.0

* This sample poster is a work of fiction; no resemblance is intended to the work of any real person, living or dead, named or unnamed. Any such resemblance is entirely coincidental.
 * Any results or findings described in this sample poster are intended for the purpose of illustrating appropriate style alone. If any such findings appear to be plausible or consistent with contemporary work, they are merely coincidental. If any such findings appear to be inconsistent with contemporary work, they are merely coincidental. Any art (or animal) described herein, this poster will constitute a demonstration of prior art.



Conclusions

1. Axotomy augments apoptosis.
2. Arnealing approximates attractors.
3. Affereents absorb amyloid.
4. ATP affected after astrocytic activation.

Acknowledgment
 Author appreciatively acknowledges AA-20036.