



Effective Posters & Presentations

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Overview

- What is a poster session vs. a presentation?
- Key elements
- Content elements:
What information do you include?
- Design elements of physical poster or presentation
- Presentation considerations



Posters vs. Presentations

- Many simultaneous presentations
- Roaming audience with a limited number of visitors
- Interactive discussion presentation
- 5-10 minutes
- Flexible content depending on who visits
- More informal, not structured
- One speaker at a time
- Seated audience focused on the speaker
- Q & A at the end
- Set amount of time
- Content must be targeted towards expected audience
- Formal and structured



Key Elements of a Great Poster or Presentation

- Do the research and become the expert
- Tell the story with visual prompts
- Make the story concise
- Make sure content is easy to see and read



Content Elements to Include

- Title and names
 - What is your research about and who is involved?
- Introduction and Objective
 - Why did you do this research?
- Methodology
 - How did you do the research? What steps did you follow?
- Results
 - What new information did you learn? Use graphs and charts to illustrate.



Content Elements Cont'd

- Significance
 - Why are your results important and how do they contribute to the bigger picture?
- Summary and conclusions
 - Wrap up any conclusive findings
- Future directions
 - What studies should follow from your work?
- Acknowledge sources of financial support



Physical Design Elements



- Create a logical order for the presentation
- Limit your poster to key pieces of information
- Know your space restrictions
- Catch audience attention in the first minute



Design Elements Cont'd

Use:

- large fonts and clear sections
- bullet points, not sentences
- graphs and pictures wherever possible
- **color** to highlight key points



Presentation Considerations

- Consider who's in the audience
 - Teachers
 - Senior researchers
 - Graduate students
 - Other undergraduate students
 - High school students
 - Family members
- Find your presentation style



Presentation Considerations Cont'd

- Discuss your poster with your audience
- Do not recite memorized lines
- Explain graphs and figures
- Tell the story
- Don't assume prior knowledge
- Be prepared—know more than is displayed on your poster
- Be friendly—your audience is curious



Warnings from Veteran Presenters

- “Know what you did and why you did it”
- “Don’t make things up”
- “Don’t put anything on your poster that you can’t explain”



Veterans Advice -2

- “Practice on your cat or dog”
- “Compose your thoughts before presenting”
- “Put cues on your poster as reminders to discuss the important aspects”



Common Mistakes

- Font size is too small to be useful
- **Overuse of color** or **too many design features**
- Too much text
- Poster elements exceed space (e.g., poster elements at knee level are too low)
- Graphs or data charts are not labelled
- Poster elements appear randomly with no logical order



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