POSTER PRESENTATION

A poster is a visual presentation that shows your research in a public medium. The purpose of a poster is to present your work concisely, visually and attractively to generate discussion between the presenter and the audience reading the poster.

Most conferences include poster presentations in their program as it is a means of publicising research in a more informal, less threatening setting than a large presentation. This can also be a great networking opportunity.

Poster content

A poster of your research will have similar content and structure to a research report and is likely to contain the following sections/headings: Title, Introduction, Methods, Results, Discussion, Conclusion and References. Posters do not usually contain an abstract, as the poster itself is an abstract of your work.

The same rules for writing a good paper apply to writing a good poster. Organise the poster clearly, with a clear and concise introduction, a body section, and a conclusion as well as any other sections that you need to include. The introduction should catch the attention of the audience and logically lead into the body. Make sure all the information on the poster is relevant. The conclusion should tie in with the introduction and end with a clear message.

Poster design

Microsoft PowerPoint is commonly used to create posters with a key advantage being that most computers have PowerPoint installed as standard which allows you to share your work easily. PowerPoint allows you to integrate a range of media and produce diagrams and flowcharts easily. Posters are usually printed in size A0 or A1.

More poster design tips and sample posters can be can be found on the next page.

Tip

Make sure you give yourself enough time to prepare. Posters take time to design, create, produce and practice (if you are presenting it).

Poster presentation

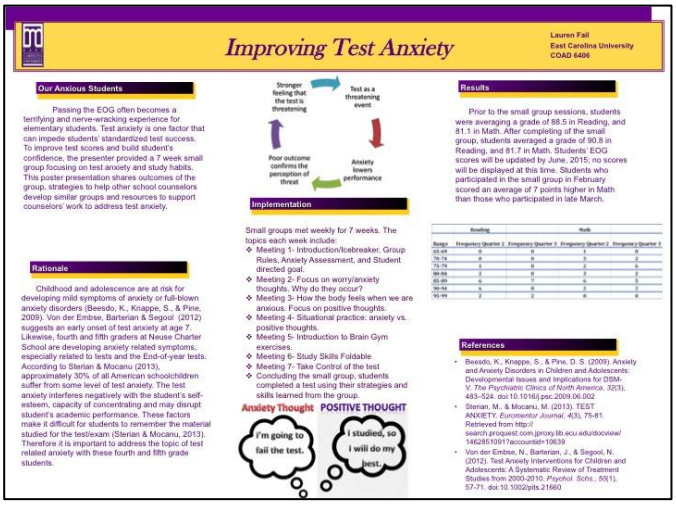
At a poster presentation, you will normally be asked to stand beside your poster, say a few words, and answer questions. This allows people to discuss the content in a more informal, less threatening setting than during an oral presentation, which might have quite a large audience. It is also possible to have more detailed one-to-one discussions with the people who are interested in your poster. This is often a very good networking opportunity.

Tips

Here are some tips for designing your poster to communicate your message most effectively.

- Have a clear and specific title that will attract the right attention to your work. Ensure the title can be seen clearly from three metres away.
- Organise and align your content with columns, sections, headings, and blocks of text. White space is important to increase visual appeal and readability (this is the “empty” space between sections).
- Format headings and subheadings consistently. This helps structure your information visually. Make sure the sections flow logically and smoothly and guide readers from one section to the next.
- Write concisely and include clear topic sentences. This will guarantee maximum understanding when reading your poster.
- Aid understanding by using dot points, lists, tables and graphs to increase clarity and quantity of the information.
- Use large text. The body text should be 18-24 points, headings 30-60 points, and title 72-100 points. A poster should be legible from about one metre and attract interest from about five metres.
- Avoid jagged edges. Left-justify text within text boxes or fully justify blocks of text.
- Avoid fuzzy images. Make sure all graphics are high-resolution (at least 200 dpi) and easily visible.

Sample Posters



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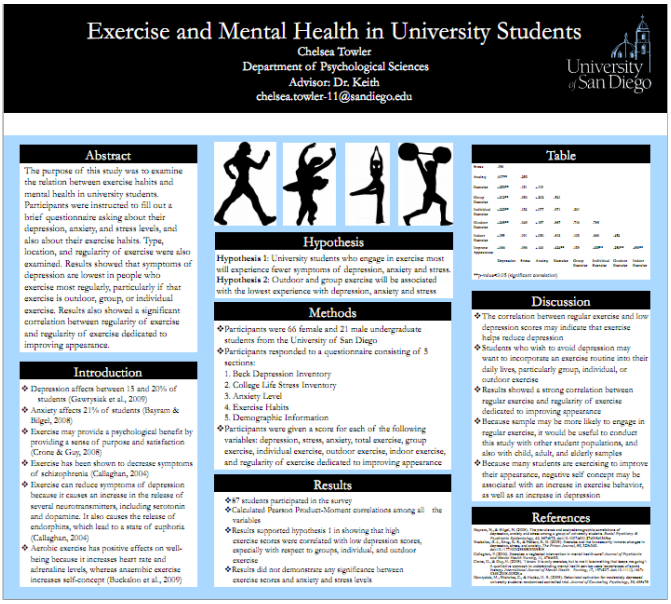

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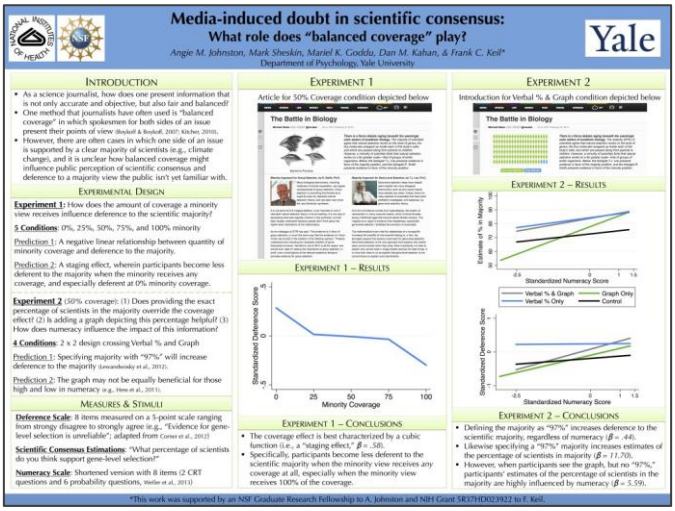

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