Poster Presentation

Shrish Bajpai
Post Graduate Student
Bundelkhand Institute Of
Engineering & Technology,
Jhansi

Outline

- Poster Design

- Poster Presentation

- Sample Judging Criteria

Goal of Poster Presentation

- Stimulate interest and discussion

- Receive feedback on research

- Generate contacts

Planning the Poster

- Decide on one concept or question

- Determine poster size

- Choose poster orientation
  - portrait
  - landscape

Planning the Poster

- Choose poster style
  - one large poster (such as 33 x 44)
  - individual columns (such as three 11 x 48)
  - individual pages (such as twelve 8 x 11)

- Choose from PowerPoint, LaTeX, FrameMaker …

Planning the Poster

- Allow yourself lots of time
  - at least a week!
- Do not wait until the last minute
  - things will inevitably take longer than planned
- Remember to allow time (and money) for printing/laminating

Planning the Poster

- Make it easy to read
- Make it easy to understand
- People only have a few minutes per poster
- Poster should stand alone
  - verbal explanations should supply details, not essentials

Poster Layout

- Typically, use 3 to 5 columns
- Arrange material vertically from top left corner to bottom right corner
- This makes it easier for people to read, without having to move back and forth
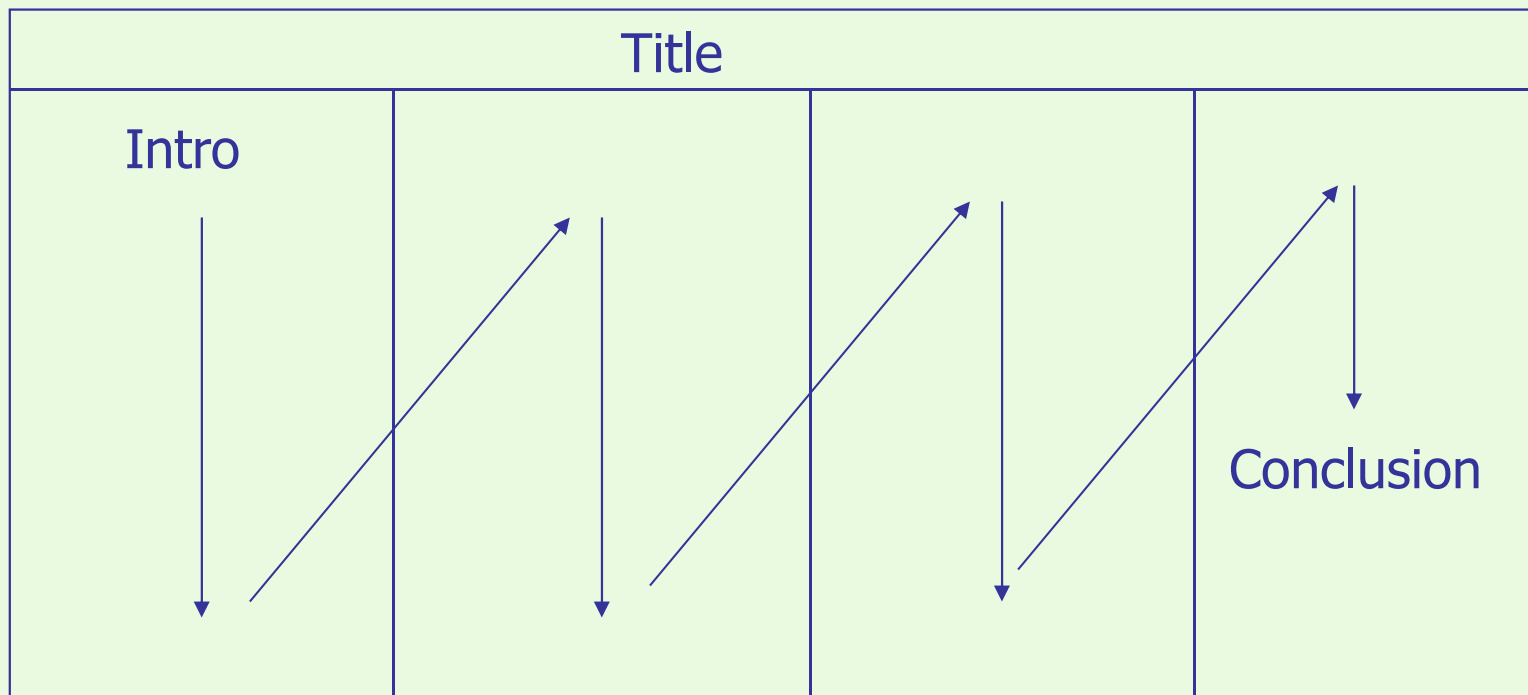
Poster Layout

- Determine logical sequence for material
- Organize material into sections
- Number sections to make flow obvious
- Arrange material into columns

Poster Layout

- Sketch your layout before you start

Title			
Intro			Conclusion

Poster Content

- Title
- Authors and Affiliations
- Introduction
- Methods
- Data and Results
- Conclusions and Future Work
- Reference and Acknowledgements

Poster Text

- Keep it short and simple
- Remove all non-essential information
- Attract visual attention: use graphics
- Try for:
  - 20% text
  - 40% graphics
  - 40% empty space

Poster Text

- Left align text

- Double space

- Pick one font and stick to it

- Avoid italics

- Use larger/colored font for emphasis

- Use bulleted points rather than paragraphs

Poster Text

- Remember:

    There is always too much text!

Suggested Font Sizes

- Title: 96 pt
- Authors: 72 pt
- Affiliations: 36-48 pt
- Section headings: 36 pt
- Text: 24 pt
- Acknowledgements: 18 pt

Poster Title

- Make it interesting!
- You want to lure people from a distance
- Should be easy to read from 15 feet
- If title is too long, shorten it
  - Don't reduce the font size

Authors

- **Include first names**
  - omit middle initials and titles

- **Include academic affiliation**
  - omit city and province

Color

- One background color to unify poster
- Stick to muted colors
- Avoid red/green combinations
  - red/green color blindness is common
- Don't overuse color
- Be consistent

Graphics

- Make large enough for viewing from at least 3 feet away

- Text should support graphics, not vice versa

- Use heavier lines in tables and graphs for easier viewing

Poster Editing

- Proofread
- Spell check
- Get feedback before printing
- Get feedback in time to make changes

Words of Advice

Like anything else, creating a poster can take as much time as you let it. Start early and allow time for mistakes, but decide how much time you can afford to spend on this, and stick to your decision.

Questions a Poster Answers

- What's the research question?
- Why is this question important?
- What strategy is used?
- What are the results?
- Why are these results unique/important?
- How does this relate to other research?
- What comes next?

Poster Presentation

- You need to be able to give an overview of your work in 3-5 minutes
- Practice your presentation ahead of time, and time it!
- Get feedback from colleagues

Poster Presentation

- Make eye contact
- Avoid jargon and acronyms
- Speak clearly and slowly
- Don't overload on detail

Poster Presentation

- Have a good opening that explains the main focus of your poster

- Be able to summarize your conclusions and their importance

- Don't assume that people are experts in your field

Poster Presentation

- Don't stand directly in front of poster
  - But don't disappear either!

- Give people a chance to look
  - But don't ignore people who are interested

Poster Presentation

- Anticipate questions
  - rehearse answers

- Most common question:

  "How does this work differ from the other research in this area?"

Answering Questions

- Listen carefully
- Wait for them to finish the question!
- Repeat the question (rephrase)
- Answer the question
- Ask if you've answered the question

Poster Presentation

- Consider having handouts
  - miniatures of poster
  - additional details not included in poster
- Remember to hand out business cards
- If you have a table, put some candy on it to attract visitors!

Sample Judging Criteria: Content

Score: 2
- Purpose of work unclear / irrelevant
- Contributes little to scientific development

Score: 4
- Work demonstrates some purpose
- Somewhat contributes to scientific development

Score: 6
- Purpose of work clearly defined, understandable
- Definite contribution to scientific development

Score: 8
- Purpose proficiently stated and explained
- Significant scientific contribution

Sample Judging Criteria: Organization

Score: 1 - Insufficient flow to poster
- Lack of overall organization, structure hard to follow

Score: 2 - Poster marginally flows between sections
- Some difficulty following structure

Score: 3 - Flow of poster clear, logical transitions between sections
- Overall organization fairly strong

Score: 4 - Poster maintains flow throughout, well-paced
- Exceptional overall organization, easy to follow structure

Sample Judging Criteria: Presentation

Score: 1 - Presenter appears unprepared, unable to convey ideas
- Presentation is not concise, too much / little information given
- Inappropriate presentation style

Score: 2 - Presenter appears somewhat prepared, attempts to convey ideas
- Presentation is fairly concise, information usually appropriate
- Presentation style somewhat appropriate

Score: 3 - Presenter shows clear understanding of topics, well prepared
- Presentation is concise, useful information conveyed
- Appropriate presentation style

Score: 4 - Presenter shows insightful knowledge, easily able to convey ideas
- Presentation is extremely concise, appropriate information given
- Presentation style extremely appropriate

Sample Judging Criteria: Computer Demo

Score: 1
- Demo does not tie into poster topic
- Not useful in furthering understanding of topic
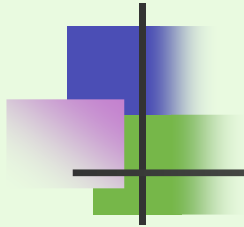- Demo is not understandable, presented unclearly

Score: 2
- Demo marginally ties into poster topic
- Topic is slightly better understood with demo
- Demo can be partially understood

Score: 3
- Demo mostly ties into poster topic
- Further understanding is gained due to demo
- Demo is easily understood

Score: 4
- Demo integrates completely into poster topic
- Demo adds greatly to understanding of topic
- Demo is understandable

Thank You