

POSTERS

– Skill and Art of a Good Poster Presentation –

Purpose & Ambition

Setting your goals (who do you want to impress and convince of what?)

Competition: How much do you really want everybody to know. Don't give it away!

Published or unpublished data? How special and unique are your results?

How bright do you want to shine? Everything depends on what you want!

Start early !!!

Design & Layout

Twenty-forty-forty! (20% text, 40% graphics, 40% empty space)

Individualist or corporate design? Use boxes (high contrast)!

Pictures: ... that captivate! Pack the key message in your pics!

Text: Get to the point, immediately! No lengthy narrative!

2-meter-distance readability! Skeletal outline format! Bullet points!

Nonserif type: headings **72/48 pt** (informative statements),

Main text **28 pt**. Figure/table legends **24 pt**.

Handouts

For those who care and those you care about! One **single** sheet!

Printing

Quality options (paper, glossy/matte), lamination, poster hangers, tube?

Setting up

Fastening: stickers/tape, hangers/rails? (find out what's needed, in advance!)

Selling it!

You want to present and "sell" your poster. Look sharp! Be inviting!

Which **standard sentence** will serve as an "opener" for stoppersby:

shortly describe and point to your key message. Which questions do you anticipate?

Rehearse: hang the poster and present it (not just showing it!) to 2–3 people.

At the conference: Talk to the person, **not** to your poster!

Allocate your efforts wisely according to who you are talking to (be affirmative, open, and available, but don't insist).

Theodor C.H. Cole

References:

Divan A (2009) Communication Skills for the Biosciences – A Graduate Guide, Oxford University Press, Oxford

<http://www.ploscompbiol.org/article/info:doi/10.1371/journal.pcbi.0030102>

<http://www.swarthmore.edu/NatSci/cpurrrin1/posteradvice.htm>