

EPOSTER DESIGN & PRESENTATION TIPS

Your audience will decide in 3 seconds to leave or stay. Know your audience.

DESIGN

- **Less is more.** Be clear and concise with poster design and content. Overcrowding a poster makes it difficult to read.
- Distill the information. Keep the word count under 250 – under 150 is better!
- Information should flow left to right, and from top to bottom
- Columns (2 or 3) allow readers who may be unfamiliar with your subject matter and method of research to easily follow the direction of your information.
- Provide clear labels or headings for each section of your presentation.
- Leave space at the edges and in between! Effective posters are spacious and easy to follow.
- Adequate clear space will direct attention to key elements.
- Limit the number of colors to 3 to 5 and stick with them (including graphics)

About Fonts

- Use simple fonts that are large enough to read at a distance – minimum 32 points.
- Include the title and name(s) of the presenter(s) in larger, bolder font than the rest of the poster.
- Text and titles written entirely in capitals are harder to read
- Remember contrast. Put light-colored fonts on dark backgrounds and dark fonts on light-colored backgrounds so that your viewer can see your text clearly.
-

About Graphics

- Aim for 40% graphic content, try to find ways to show visually what was done
- No photo, graphic or chart should be smaller than 5 x 7 inches (13 x 15 cm)
- Graphics should be high-quality, attractive, clear and specific
- Crop and enlarge photographs to eliminate unnecessary information and focus attention on significant details
- Provide captions for graphics
- Avoid hyperlinks. Internet access will not be available during your presentation.
- **Sound is not permitted** due to the open area in which posters will be presented.

EPOSTER DESIGN & PRESENTATION TIPS

PRESENTATION

- Face your audience!
- Be welcoming. Smile and say hello to everyone. Acknowledge late comers with eye contact.
- The “elevator” pitch. First impressions really count in poster presentations. Have a 3-sentence synopsis to pique their interest. What is your research topic? What have you found? Why is that important?
- Create a story. Build the narrative on a beginning, middle and end. Aim for 6-7 minutes.
- The intro: background what lead to this, who are the main players (drug, disease, etc).?
- The middle: how did you go from research question to conclusion, what did you find, any twists?
- The conclusion: what is the ultimate consequence of journey, is the more to find?
- Rehearse. Practice makes perfect. Know all your graphics, memorize your synopsis
- Check the audience's understanding. Have I been clear, should I go into more detail?
- Welcome feedback – don’t be defensive. Thank the audience.

