GUIDELINES FOR POSTER PRESENTATION

PRE-PLANNING

- What is a poster session?
- What is the purpose of a poster?
- What are the elements of an effective poster?
- How do you make a poster presentation?

WHAT IS A POSTER SESSION?

- Event where a researcher or practitioner presents visual display of research/program/project on a poster board.
- A summary of what you did, how you did it, what you learned.
- Short text, mixed with tables, graphs, images on a poster board.
- An event where the researcher or practitioner stands by the poster display during an assigned time so attendees/visitors can come and view the poster and speak with the presenter.

WHAT IS THE PURPOSE OF A POSTER?

- To illustrate an explanation of your project to a viewer while you’re there.
- To explain your work when you’re not there.
- To make people want to hear more about your research/program/project.

WHAT ARE THE ELEMENTS OF AN EFFECTIVE POSTER?

- Focused on single message.
- Use of graphics-images/graphs can help tell the story, use text sparingly.
- Ordered—keep sequence ordered and obvious.
- Concise, short, and straightforward writing—long, complex sentences are too difficult for views to read and process.

HOW DO YOU MAKE A POSTER?

- Can use PowerPoint to create your poster—many examples on line.
- Set up the page size as 48” width and 36” height.
- Leave one inch-margin on all sides.
- Print poster at copy store.