

Professional Poster Presentations: What You Need to Know



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Objectives

- Outline usual considerations for constructing a poster for a professional conference
- Describe graphic art principles that should be observed when designing a poster presentation
- Describe techniques for facilitating viewer participation while presenting posters at a professional conference

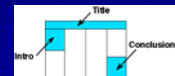
Goals of a Poster Presentation

- A visual presentation of your research/project
- Concise and focused
- Explains your research/project using graphs, diagrams and other visual strategies, with a minimum of supporting text
- Uses various strategies to attract viewers and stimulate conversation



Before You Begin

- Look at other posters
 - Take note of design ideas and colors that appeal to you
- Give yourself an adequate amount of time to prepare and print your poster
 - Allow 1 week between the time you receive the poster from the printer and your presentation date
- Do not wait until...



Planning

- Guidelines or acceptance letter
- Presentation format
 - Maximum poster size
 - Video
- Other requirements
 - Section headers
 - Reference list
 - Abstract



Planning

- What about your institution?
 - "Graphic standards"
 - Color scheme
 - Logo
 - Type face
 - Margins

Your Resources

- Large format posters services
 - Media office
 - Education department
 - Local university
 - Office supply or copy center
- Alternative strategies
 - Color printer
 - Creativity
 - Matting
 - Contrasting color

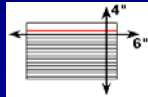


Remember, the most important thing about your poster is the content.



Dividing Up Your Content

- Break up content into logical chunks
 - Main points from abstract
 - Prescribed format from organization



Research Headings

- Purpose
 - Intent or goal of study
- Background & Significance
 - What was the problem
- Methods
 - Design, sample, instruments, data analysis
- Results
 - What did you find
- Conclusions
 - What do your findings mean

EBP Initiatives Headings

- Purpose
 - Intent or goal of project
- Synthesis of the Evidence
 - Steps taken
- Proposed Change in Practice
 - Describe the change
- Implementing Strategies
 - Describe implementation
- Evaluation
 - Was the project a success

Practice Innovations Headings Quality Improvement

- Purpose
 - Intent or goal of project
- Background & Significance
 - What was the problem
- Description
 - What was the creative solution
- Evaluation and Outcomes
 - What were the outcomes
- Conclusions
 - What do your findings mean

Text Boxes

- Complete sentences or paragraphs
 - Single idea
 - Purpose or conclusion
- Bullet lists for more complex segments

Patient Benefits

Interacting with therapy dogs carried to lower patients' fear, stress and anxiety. Some senses have been able to demonstrate lower blood pressure, respiratory rate, ICP and improved oxygen saturation during canine visitation. This effect may persist for several hours after the visit.

Canine visitation may be associated with improved patient / family satisfaction scores. Interviews of 4 describe higher ratings of communication during a canine interaction.

Patient Benefits

- Decreases ICU stress, fear, and anxiety as they are carried by interacting with canine
- Pain unrelieved by traditional analgesia dissipates as canine redirects patients' focus
- Positive dispositions and mood after visit from canine
- Vital signs, oxygenation & ICP improve during canine visit
- Motivator for healing
- Improves communication between patient & staff

Text Boxes

- Differentiate title from body
 - Color
 - Size / weight
 - Typeface / font
 - Type
 - Emphasis
 - Case
 - Position / Justification

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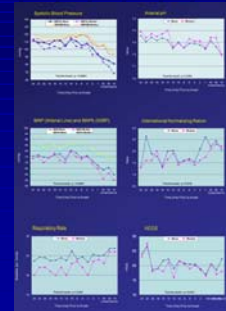
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Text Boxes v. Graphics

Results:

- 18 of 23 variables were analyzed for trend over 24 hours prior to PEA cardiac arrest.
- Six variables were found to be significant:
 - HR
 - International Normalizing Ratio
 - Microalbumin
 - Systolic Blood Pressure
 - Mean Arterial Pressure
 - Respiratory Rate
- Demographics:
 - 84% > 40 years old
 - 100% male
 - 80% of admitting diagnosis were medical in origin



Typeface / Font Selection

- Goal is to be able to see it from 4 ft away
- Minimum font size ≥ 24 point
- No more than 2 types of font
- Generally stay in the same family



Families of Typeface

- Serifed fonts
 - Frequently used in texts
 - May be better remembered
- Sans serifed fonts
 - Frequently used in web sites / technical writing
 - May be more readable
- Posters?

Kerning

- All work and no play makes Jack a dull boy.
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Other Things to Avoid

- ALL WORK AND NO PLAY MAKES JACK A DULL BOY
- *All work and no play makes Jack a dull boy*
- All work and no play makes Jack a dull boy
- *All work and no play makes Jack a dull boy*
- **ALL WORK AND NO PLAY MAKES JACK A DULL BOY**
- All work and no play makes Jack a dull boy
- **ALL WORK AND NO PLAY MAKES JACK A DULL BOY**

Typeface / Font Summary

- Goal to be viewed from 4 feet away
- Use no more than 2 different fonts
 - Vary by color, weight, emphasis
- Stay in the same font family
- Use upper case / lower case



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Color Selection

- Contrasting colors aid in legibility and visibility of information
- Color as a guide
 - Code titles and content
 - Categorize information
 - Call out important information

Organizing Content

- Place information in a logical manner, keeping in mind the reader
- Priority communication should be placed centrally



Organizing Content

- Less is more
 - Negative space is as important as positive space
- Placement
 - Be symmetrical
 - Think of anchors for your content



Pictures

- YES
- People and action pictures
- Ensure that they add to your content rather than overpowering it
- Sufficient resolution
- *The same is true for diagrams and charts*

Production Tips

- Double check before printing it
 - Printed copy
 - LCD projector
- Send it out for review (yes the same group)
- Put it away for a period and then look again
- Confer with the production service

Presenting your Poster

- Guidelines or acceptance will specify interactive sessions or rounds
- Rehearse the primary points of your presentation
 - 30 second sell
 - Longer presentation if needed
 - Point to priority information
- Interact with the reader
- Handouts or contact information

How to Make Posters Websites

- <http://www.seattlenursingresearch.org/>
- <http://serc.carleton.edu/NAGTWorkshops/assess/poster.html>
- <http://phdposters.com/>
- <http://www.bio.miami.edu/ktosney/file/PosterHome.html>
- uwposters.com/