

Poster Presentation Tipsheet

<p>To connect with people, tell them a story. "I find that the most successful TED presentations are 65% stories, 25% data," as well as a short explanation of who you are and what you've done to establish your credibility, Gallo says. (Carmine Gallo, is the author of the new book <i>Talk Like TED</i>.)</p>	<p>Baer, Drake. "Three Public Speaking Secrets from the Most Successful TED Talks." <i>Business Insider</i>. Business Insider, Inc. 21 Mar. 2014. Web. 11 Apr. 2016.</p> <p>Link to resource</p>
<p>To make a presentation memorable, use the rule of threes.</p>	<p>Baer, Drake.</p>
<p>Mind your neuroscience. Humans are biologically wired to receive information in certain ways, says Bates, and it's important to be aware of that when you're delivering your speech. For instance, "When I say to you, 'Let me tell you a story about that,' the part of your brain that lights up is the same part that lights up when you expect to get a reward, and from an evolutionary perspective, that makes total sense."</p>	<p>Clark, Dorie. "How to Give a TED-Worthy Talk." <i>Forbes</i>. Forbes, Inc., 2 Jan. 2014. Web. 11 Apr. 2016.</p> <p>Link to resource</p>
<p>Another biologically-based strategy he adheres to is encouraging his clients to speak more slowly. "There have been plenty of studies that show that when someone onstage is talking fast, people will say they're lying, they don't know what they're talking about, and they're low status. But with the same information and someone delivering it slowly, people say they're an expert, they know what they're talking about, and they're trustworthy and high status."</p>	<p>Clark, Dorie.</p>
<p>One approach is to pose your work as addressing a decisive question, which you then address as best you can. Once you have posed the</p>	<p>Erren, Thomas C. and Philip E. Bourne. "Ten Simple Rules for a Good Poster Presentation." <i>PLoS Computational Biology</i> 3.5 (2007):</p>

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question, which may well also be the motivation for the study, the focus of your poster should be on addressing that question in a clear and concise way.	e102. PMC. Web. 12 Apr. 2016. Link to resource
The title is a good way to sell your work. It may be the only thing the conference attendee sees before they reach your poster. The title should make them want to come and visit. The title might pose a decisive question, define the scope of the study, or hint at a new finding. Above all, the title should be short and comprehensible to a broad audience. The title is your equivalent of a newspaper headline—short, sharp, and compelling.	Erren, Thomas.
Guide the passerby's eyes from one succinct frame to another in a logical fashion from beginning to end...with arrows, numbering, or whatever else makes sense in getting them to move from one logical step to another.	Erren, Thomas.
Never use less than a size 24 point font, and make sure the main points can be read at eye level.	Erren, Thomas.
Have a clear and obvious set of conclusions—after the abstract, this is where the passerby's eyes will wander. Only then will they go to the results, followed by the methods.	Erren, Thomas.
Work all the audience at once, do not leave visitors waiting for your attention. Make eye contact with every visitor.	Erren, Thomas.

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<p>Make it easy for a conference attendee to contact you afterward. Have copies of relevant papers on hand as well as copies of the poster on standard-sized paper. For work that is more mature, have the poster online and make the URL available as a handout. Have your e-mail and other demographics clearly displayed. Follow up with people who come to the poster by having a signup sheet.</p>	<p>Erren, Thomas.</p>
<p>The first thing to remember is that it's a poster <i>presentation</i>. Think presentation first and poster second.</p>	<p>Dowman, Mike. "How to Give a Poster Presentation." <i>Linguistics and English Language</i>. University of Edinburgh, 2016. Web. 12 Apr. 2016. Link to resource</p>
<p>Beforehand you need to work out how to explain your research in four or five sentences: what it's about; why it matters; what you did; what the results are; what the take-home message is.</p>	<p>Dowman, Mike.</p>
<p>Do not under any circumstances put big chunks of text on your poster. Don't even put full sentences. Just put titles, bullet points, pictures, diagrams and graphs. If people wanted to read, they could have stayed at home and downloaded a paper from your web page. The point of conferences is that they allow for two-way interaction: discussion, comments, criticism and praise.</p>	<p>Dowman, Mike.</p>
<p>Ask questions.</p>	<p>Dowman, Mike.</p>
<p>The rules on text are "less is more" and "bigger is better."</p>	<p>Ross, Corinna, et al. "Giving a Good Scientific Presentation." <i>American Society of Primatologists</i>. American Society of Primatologists, 2007. Web. 12 Apr. 2016.</p>

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	Link to resource
If these bullet statements are in big, bold letters, your audience will know within 60 seconds what you set out to do, how you did it, what you found, and how it fits in to the larger picture. You can use additional text to fill in a little detail, but remember that you will also be there to answer questions, so you might find that this outline format is all you need.	Ross, Corinna.
Graphics are most important in the Results section.	Ross, Corinna.
A great way to present a lot of your material in a relatively small amount of space is to exhibit the predictions and results together.	Ross, Corinna.
Write up a brief hand-out to accompany your poster. The ideal handout is just one to two pages long, with all of the important points of your presentation in both text and graphics. Attaching a business card with your contact info to the handout allows colleagues to walk away with all the information they need to contact you.	Ross, Corinna.
Or package an executive summary or abstract with a few key tables or charts.	Miller, Jane. "Preparing and Presenting Effective Research Posters." <i>National Center for Biotechnology Information</i> . U.S. National Library of Medicine, Feb. 2007. Web. 11 Apr. 2016. Link to resource
To determine what information to include on a poster, I would recommend that poster presenters give their poster a two-minute test: Can someone unfamiliar with the content view the poster for about two minutes or fewer and then explain the most important	Ross, Corinna, et al. "Giving a Good Scientific Presentation." <i>American Society of Primatologists</i> . American Society of Primatologists, 2007. Web. 12 Apr. 2016.

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points in the poster in their own words?	Link to resource
Saying "I'd like to tell you about..." as people reach a certain point in the poster is engaging them.	Ross, Corinna.
Experts in communications and poster design recommend planning your poster around two to three key points that you want your audience to walk away with, then designing the title, charts, and text to emphasize those points.	Miller, Jane. "Preparing and Presenting Effective Research Posters." <i>National Center for Biotechnology Information</i> . U.S. National Library of Medicine, Feb. 2007. Web. 11 Apr. 2016. Link to resource
Another frequent mistake is treating posters as a one-way means of communication. Unlike published papers, poster sessions are live presentations; unlike speeches, they allow for extended conversation with viewers.	Miller, Jane.

Dr. Maura Mandyck and Ms. Sandra Rogers, Spring Hill College, April 2016