

# Tips for Giving a Poster Presentation

## A SUMMARY OF IMPORTANT ELEMENTS FOR MAKING A GREAT POSTER

### Poster Preparation

Posters are scheduled to be displayed on **Thursday, July 20, 2017**. All posters must be mounted in the display area by **11:00** and remain displayed until **17:00**. Please be present to discuss your poster during the entire poster session.

Posters can be landscape or portrait view but can be no larger than 44in x 44in (111cm x 111cm) and will be displayed on bulletin boards. Tacks to attach posters to the boards will be available. Posters will be numbered according to the list in the program which will be posted on the meeting website.

Organize your poster in columns. Start with the introduction in the upper left corner, and the conclusion in the lower right. Matte finish is more easily viewed than a glossy surface.

- All graphs, legends, introductory and concluding material, must be viewable from a distance of 3 feet or more. Title lettering should be at least 72 point.
- Text size should be 30 point or larger and lines of text should be limited in length to 35 mm (12”).
- The smallest lettering should be no less than 20 point.
- Figures, tables and conclusion should cover about 50% of the poster area.

Each figure or table should have a heading of one or two lines in large type (30 point) that provides a brief descriptive message or conclusion. Provide more detailed information in a caption in smaller type (20 point) below the figure. Captions should contain commentary that would ordinarily appear in the body of a manuscript.

### Common Mistakes and How to Avoid Them

AVOID excessive text. Some of your points, such as Methods and Conclusions, may be best conveyed with text rather than photos or graphs, but keep it short and concise. Bullet points are best. Your audience should be able to read the text without your help.

AVOID cluttered tables that are unreadable. If your audience can't read the table, it is not a visual aid. Consider putting the same information into a simple graph.

AVOID using too many colors that distract the audience from your message. If you must have more than one color, make them distinct and clearly readable on the background of your poster.

AVOID minor points that complicate your message. Your poster should be self-explanatory so that you are free to answer questions.

PREPARE A DRAFT of your poster ahead of time to obtain input from colleagues before the meeting to help make a well-organized, informative, and effective poster.

### For More Tips

Download the “Scientifically Speaking” guidebook posted on the 13<sup>th</sup> ICOC website