Objectives

- Purpose of poster sessions
- Elements of the poster
- Creating a poster
- Presenting
- Practicing self care
- Explore opportunities
Purpose of Poster Sessions

- Source of information
- Share your work
- Engage colleagues in conversation
Poster Sessions

- Social and interactive
- There might be food or drink
- It can get loud
Elements of the Poster

- Title: Results oriented
- Introduction/Background
- Methodology
- Results
- Discussion/Conclusion
- References
Activity

5 minutes:
Jot down a few notes on the poster template regarding your research project in the appropriate areas
Creating a Poster

- Follow size guidelines provided
- PowerPoint templates are most common (save as PDF)
- Consider a light color background and dark color letters for contrast
- Avoid having too many colors
Creating a Poster

- Use headings to help readers find your main points and key information
- Use column format to make your poster easier to read
- Direct the content from top to bottom and left to right
- Balance placement of text and graphics for visual appeal
Creating a Poster

- Decide what information is absolutely essential to convey your message
- Limit the amount of text (paraphrase and use bullet points)
- Reduce complexity, simplify verbiage
- Use an easy to read text and appropriate font (readable from 3-6 feet):
  - Title - 48
  - Headings – 30
  - Body – 24
- If you print your poster on a regular sheet of paper, you should be able to read all of it, if not, your text is too small
- Simple and clean graphics communicate relationships quickly
Common Mistakes

- Objectives and main points are hard to find
- Text is too small
- Poor graphics
- Poor organization
Presenting

- Dress professionally
- Wear comfortable shoes
- Eat a light meal or snack prior
- Bring water
- Arrive early to find your number and hang your poster
- Bring extra pushpins & handouts
- Use the restroom prior to the start
- Stand by your poster for the entire session
Presenting

- The average time that people look at your poster: 90 seconds
- Drive by viewers: 10-15 seconds
- Smile and make eye contact
- Don’t be offended if people keep walking
- If they stop, be prepared to share
- Don’t read your poster, engage with the viewer
- Use the poster as a visual tool, follow the flow and point to different areas
- Do not talk too fast
- Have a 2 minute presentation ready for when people inquire about your project
Presenting

Tell readers:

- The context of your problem and why it is important
- Your objectives and what you did (methodology)
- What you found
- What the findings mean
Anticipate questions

Don’t make up answers
- “That’s a great question, I will look into that”
- “That goes beyond the scope of this research project, but it would be interesting to look into”
- “You make an excellent point, perhaps that should be a recommendation for future research”

If someone new walks up and is interested say “excuse me” and address the next person
Practicing Self Care & Presenting

Day before:
- Acknowledge that public speaking can be anxiety provoking
- Review your project and practice sharing the details to become more comfortable
- Make sure to get good sleep the night before

Day of:
- Take a moment to center yourself
- Practice deep breathing (breath in – 5 counts, breath out – 5 counts)
- Find a point on the floor and smile
Activity

• Discuss your summer research project with those closest to you:
  • Share the context of your summer research project and why it is important
  • Your objectives and what you plan to do
  • What you expect to find
  • What the findings could mean
  • Practice articulating the work that you are doing!
Explore Opportunities to Present

- Seven Rivers Undergraduate Research Symposium
- Scholar’s Day

Find Other Relevant Conferences:
- Wisconsin State Music Conference: [www.wmea.com/research_poster_session](http://www.wmea.com/research_poster_session)
- Mathematical Association of America: [http://www.maa.org/programs/students/undergraduate-research/jmm-student-poster-session](http://www.maa.org/programs/students/undergraduate-research/jmm-student-poster-session)

- Update Your Resume to Include Scholarship (Research, Presentations, Publications)
Resources

- Giving an Effective Poster Presentation: https://www.youtube.com/watch?v=vMSaFUrk-FA
- Creating and Effective Poster Presentation: http://www.ncsu.edu/project/posters/index.html
- How to design a poster: https://www.youtube.com/watch?v=m02leV4gxgE
KEEP CALM AND PRESENT ON