## Poster Presentations

Stephanie Thorson-Olesen, PhD

## 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

#### Elements of the Poster

- Title: Results oriented
- Methodology
- Results
- Discussion/Conclusion
- References

# Activity

#### 5 minutes:

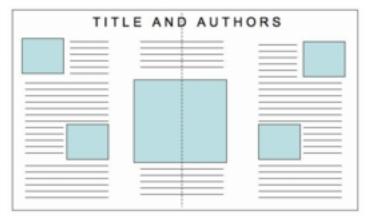
Jot down a few notes on the poster template regarding your research project in the appropriate areas

## 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
  - $\bullet$  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



#### O<sup>6</sup>-Benzylguanine Inhibits Tamoxifen Resistant Breast Cancer Cell Growth and Resensitizes Breast Cancer Cells to Anti-Estrogen Therapy

Joshua Smith', George C Bobustuc', Rafael Madero-Visbal', Jimmie Colon', Beth Isley', Jonathan Ticku', Kalkunte S. Srivenugopal and Santhi Konduri<sup>1</sup>

Caption not aligned with figure



Crammed!





- 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



- 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 to fast
- Have a 2 minute presentation ready for when people inquire about your project

- **♦** 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
  - ♦ American Psychological Association: <u>www.apa.org/convention</u>
  - Mathematical Association of America: <a href="http://www.maa.org/programs/students/undergraduate-research/jmm-student-poster-session">http://www.maa.org/programs/students/undergraduate-research/jmm-student-poster-session</a>
- Update Your Resume to Include Scholarship (Research, Presentations, Publications)

#### Resources

- Giving an Effective Poster Presentation: <a href="https://www.youtube.com/watch?v=vMSaFUrk-FA">https://www.youtube.com/watch?v=vMSaFUrk-FA</a>
- Creating and Effective Poster Presentation:
   <a href="http://www.ncsu.edu/project/posters/index.html">http://www.ncsu.edu/project/posters/index.html</a>
- How to design a poster:
  <a href="https://www.youtube.com/watch?v=m02leV4gxgE">https://www.youtube.com/watch?v=m02leV4gxgE</a>
- ▶ Free Template: <a href="http://www.postersession.com/poster-templates.php">http://www.postersession.com/poster-templates.php</a>

