How to Create and Present a Poster

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Goals

- Understand the elements of a "good" poster
- Know what information should populate each section of the poster
- Determine the best layout of a poster
- Learn tools to comfortably and professionally present your poster

Poster Templates

- A poster template is a general guideline
- Please do not significantly alter the spacing for the logo or the Title and Author lists
- Title should match what you submitted as your Abstract title this will allow the audience to find your poster easier.
- Template can be adapted to what works for your project best!
- Use the templates for your specific project-type
 - Empirical Research and Quality Improvement
 - Case Reports
 - Literature Review
- Contact OSA or the PNWU research committee with questions



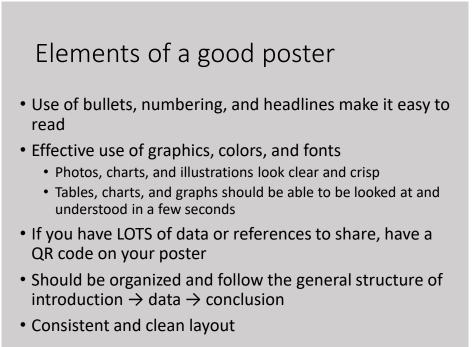
Important questions:

- What is the most important/interesting/astounding finding from my research project?
- How can I <u>visually</u> share my research with conference attendees? Charts, graphs, photos, images?
- What kind of information can I convey during my talk that will complement my poster?

Elements of a good poster

- Important information should be readable from about 10 feet away
 - Size minimums:
 - Title: 72 pt
 - Headings: 48 pt
 - Body text: 24 pt
 - Text stands out against its background
 - Use a legible font
 - Times New Roman, Arial, Garamond
 - NOT Brush Script
- Check for spelling and grammatical mistakes
- Title is short and draws interest
- Word count max of 300 to 800 words
- Text is clear and to the point

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Introduction/Background

- Introduce your topic to the audience
- Why/how is this project important?
- Use bullet points where possible
- Avoid lengthy blocks of written text like you would see in a journal article
 - · Harder to read and get "jist" of the key points quickly



Methods

- Describe methods with as much detail as possible
 - Could we replicate your approach given the info provided?
 - Obviously, if you have an extremely complicated design, you can be brief and summarize them.
 - Interested viewers could contact you for more details.
- Can include subheadings
- · Can include a flow chart to summarize
- Include:
 - Subjects/participants
 - experimental design/literature search strategy
 - drugs/intervention/equipment used
 - statistical methods

Results

- Use bullet points to summarize key findings
- When possible, show results in picture/graph/table/figure formats
 - Make them simple and easily seen
 - Use few words
 - 1–2-line text description per image/image group
- For qualitative work (e.g., focus groups or interviews), use representative quotes from participants, if applicable

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Conclusions

- Do your findings conflict or agree with the broader literature on this topic?
 - Is the topic is so novel that you're unsure? That's okay say so!
 - e.g., We are unaware of research on this topic outside of our own work
 - e.g., Because this is a pilot study, we...
- What would the next steps be to take your results further?
- How would they be applied to your population of interest?
- How could they be used in the clinical setting, if applicable?

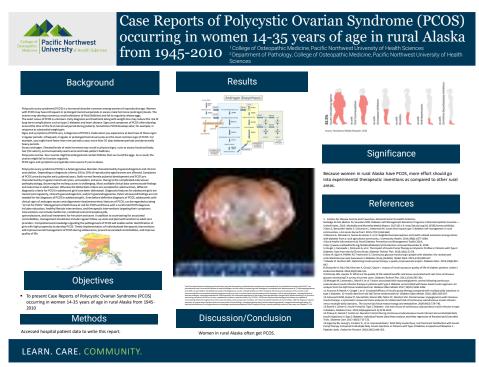
Acknowledgements & Citations

- Recognize the help you received from those *not* qualifying as Authors on the poster
 - Do not acknowledge coauthors listed on poster
- Acknowledge research participants
- Recognize funding sources, no matter how small

- Some posters don't list citations
- Most posters shouldn't need more than a few citations
- There are exceptions
 - Lit reviews are not expected to list all references
- Citations should be in smaller font, so they don't take up valuable poster space

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EXAMPLES

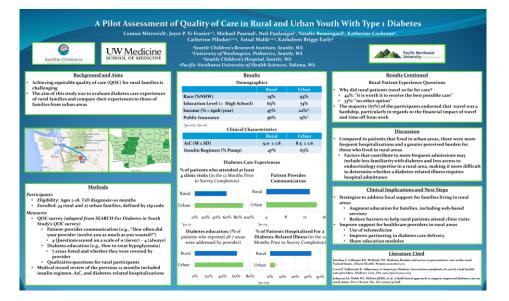


What's wrong with this poster?

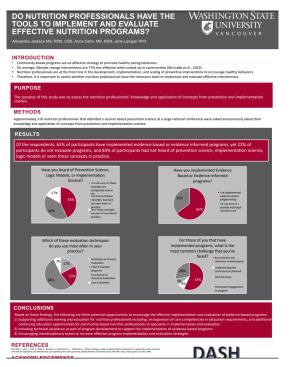
- Title too wordy
- Objective restates title
- Too many words/too much text overall
- Background too lengthy, font too small
- Methods unclear
- Results not straightforward, images too small and complicated for poster, poor quality image
- · Figure legend to long
- Does not follow logical order
- Case reports/Discussion: Compare your findings to what the literature reports
- References too long, too many, font too small
- No acknowledgement

Some Better Poster Examples

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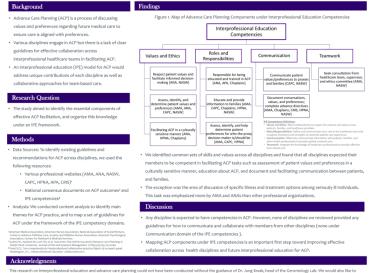
https://www.vancouver.wsu.edu/researchshowcase/research-showcase-gallery-poster-2048



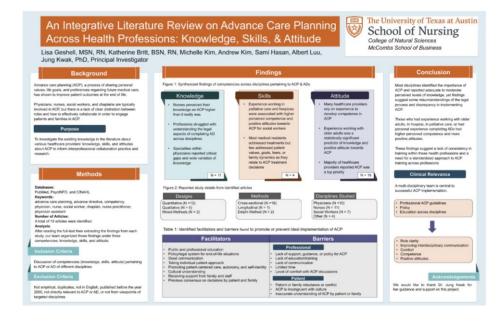
Essential Components of Advance Care Planning Bredinversity of Texas at Austin College of Natural Sciences for Interprofessional Health Care Teams

Undergraduate Researchers: Aleena Jamal, Albert Luu, and Alison Tang | Faculty Advisor: Dr. Jung Kwak

The University of Texas at Au School of Nursing



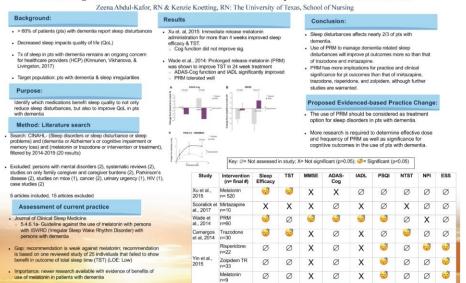
dge Lisa Geshell for her guidance and support, as well as Andrew Kim and Michelle Kim for their contribution to data collection and analysis.



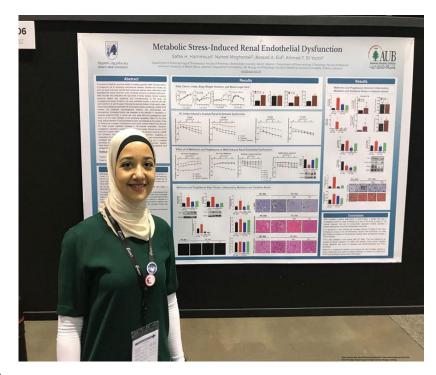
https://healthipe.utexas.edu/literature-review-posters

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Examining Effects of Multimodal Interventions for Sleep Disorder Related Dementia

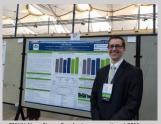


https://healthipe.utexas.edu/literature-review-posters



Presenting your research poster

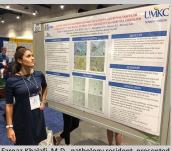
- Be welcoming
 - Stand to the side of your poster
 - Smile and say hello
 - Invite them to read more
- Point to relevant parts of the poster as you talk
- If you are already talking to someone and someone else walks up, acknowledge them by making eye contact
 - Once you have finished with first group, ask the newcomer if there was anything they missed



PNWU Alum, Steven Engebretsen presenting at 2016 Experimental Biology meeting

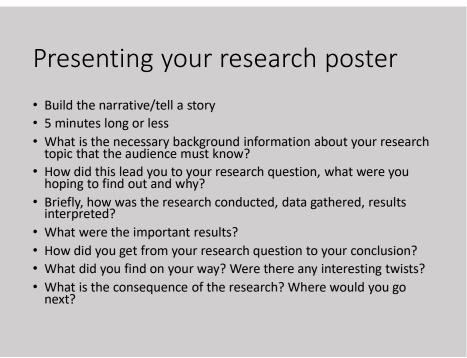
Presenting your research poster

- The "elevator" pitch
 - · Very short synopsis of your research prepared
 - Maximum three sentences and no longer than two minutes
 - Include:
 - Your research topic
 - What have you found
 - Why is that important
 - Should be intriguing and relevant



Farnaz Khalafi, M.D., pathology resident, presented a research posted during a special session of the 2018 Experimental Biology conference. https://med.umkc.edu/resident-presentation-selected-for-specialsession-at-2018-experimental-biology/

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Presenting your research poster

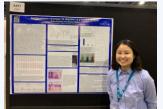
- Practice makes perfect
 - To friends, colleagues, professors, mentors
- Make sure that you:
 - Understand exactly what all the figures on the poster show
 - Explain them fully
 - Know their full implications
 - Have your elevator speech ready
 - Know all the key points without referring to written notes
 - · Be ready to answer likely questions



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Presenting your research poster

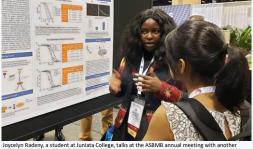
- Dealing with feedback/critique
 - Do not be defensive/stay open minded
 - May give you a fresh perspective on the topic
 Or they might not understand your research
 - Usually folks genuinely want to help you
- Remember you may run into these people again!
 - Professors
 - Preceptors
 - Future employers



Erica Koyama '23 presenting her research at the American Society for Biochemistry and Molecular Biology conference. https://www.soka.edu/news-events/news/life-sciences-students-attend-national-biochemistry-and-molecular-biology

Presenting your research poster

- What to wear
 - Business casual
 - Collared shirt or blouse with trousers or a skirt
 - Make sure your shoes are COMFORTABLE



Joycelyn Radeny, a student at Juniata College, talks at the ASBMB annual meeting with another undergraduate about her work on how lipid metabolism affects lifespan in C. elegans. https://www.asbmb.org/asbmb-today/people/111021/about-the-asbmb-undergraduate-poster-

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Questions?

- Contact OSA!
- Other Resources:
 - How to Create a Research Question
 - How to Write an Abstract
 - · How to add voice overs to PowerPoint