Developing & Presenting Posters for Professional Conferences: Practical Tips for Novice to Expert Presenters
Susan M. Ciurzynski, PhD RN-BC MS PNP VCE

<u>Take-Away Tips</u>

☑ Follow the conference/planning committee guidelines for required content outline and poster dimensions

      o Typically (left to right/top to bottom): Project Objectives; Background; Setting/Participants; Methods (what was done specifically); Outcomes (or Preliminary Results); Discussion/Conclusion (or Implications)

      o If there is room, consider adding Acknowledgments, Author Contact Information, or Key References

      o Break up content with graphics (images/figures/etc.), but remember copyright rules!

☑ Set up the poster dimensions (Design>Page Set Up) before adding content/deciding on your layout

☑ Utilize Graphics/Print Shop expert recommendations regarding fonts, images, colors, figures, etc.

☑ Make sure your title, layout, choice of colors/images are visually appealing and draw attention

☑ Remember to leave plenty of "white space" (avoid lengthy/boring narratives—you could turn people away)

☑ Poster content should be legible while standing about 6 feet away (24 point font is usually the minimum size)

☑ Use headings/sub-headings to clearly label poster sections; use the same font and font sizes for consistency

☑ Consider using borders to add dimension around text boxes, images, tables, etc.

☑ Make sure text boxes/headings are aligned and spaced evenly (top to bottom as well as left to right)

☑ Consider making text boxes the same dimensions to achieve a symmetrical look (turn off the "Autofit" feature)

☑ Align text in text boxes to the left, not centered; use dot points with brief phrases rather than full paragraphs

☑ Leave space between dot points (Paragraph>Line Spacing: Single; Spacing After: 12 or 24)

☑ Plan time to review at least 1 proof (11x17 print out of the final poster); check carefully!

☑ Bring business cards or a handout with authors' contact information (an abstract or a 8 ½ x 11 poster works well)

☑ Dress professionally, with your name clearly displayed; stand near your poster

☑ Introduce yourself/your project; avoid conflict/debates (instead respectfully agree to disagree)

☑ Have fun! Take a picture of yourself with your poster to celebrate your accomplishment!