Suggestions to Create Effective Poster Presentations

Objectives of a poster

Networking: a poster should not communicate every little detail of your research, but rather to attract people's attention and serve as a conversation starter.

Communicating: the key information you should include in your poster is the same information that you'd find in any scientific abstract. Give the background information necessary so that your audience can put your work into context, understand what you have done, why you have done it, and come to realize its broader impact. Thus, the purpose should be to make your research clear and accessible.

Suggestions to effectively organize the information on the poster

A poster is not a bottomless pit where you dump all of your data and technical lingo. Only carefully selected information and visuals should go into your poster.
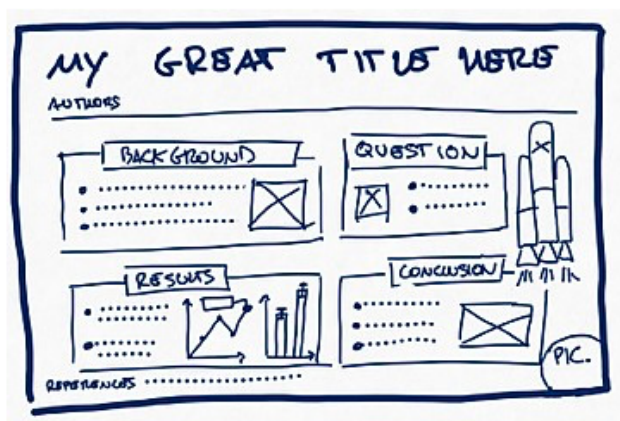
Bullet Points: instead of filling your poster with long pieces of text, opt to summarize your concepts in short bullet point sentences.

Sections with headers: make the logical flow of the sections as easy as possible for the viewer to follow. Depending on the stage that your research is at, we suggest including some of the following points:

- 1– Background
- 2– Research leading questions or knowledge gaps that the research fills
- 3– Methods (keep this concise)
- 4– Results
- 5– Conclusions
- 6– References and acknowledgments (smaller at the bottom)

Software that you may want to consider using: PowerPoint, Canva, Adobe Illustrator, Indesign.

Sample layout

https://www.animateyour.science/post/how-to-design-an-award-winning-conference-poster