

## Center for Doctoral and Postdoctoral Career Development

### “Poster Presentations: Communicating Effectively with Your Audience”

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#### **The overall lay-out of your poster**

- Who is your audience?
- Is the title interesting?
- Use colors --- to make it interesting and to highlight key areas of the poster
- Use pictures to engage the audience and catch their attention
- Use as little writing as possible to convey your messages
- Use boxes, bolding, headings, bullet points as organizational tools
- Organize the poster from left to right in columns
- Cite funding sources

#### **The Introduction**

- The goal is to provide key background for why your study was performed
- Use brief paragraphs or bullet points
- Do not use your abstract or provide general background information
- Highlight the GOAL of your study – make this eye-catching

#### **Present just enough methods that the results can be understood**

- Just enough ‘methods’ to understand the ‘results’
- Provide the overall design of the study
- Use schematic diagrams
- Use pictures
- Use headings

#### **Getting your message across effectively as you show results**

- Use boxes to set apart different aspects of the study
- Use titles that tell a story
- Use graphs and figures where possible, not tables
- Make graphs and figures large
- Use figure legends to explain results
- Provide a take home message for each section – make this eye-catching

#### **Emphasize your ‘Take Home Message’**

- Use bullet points to summarize key findings
- Highlight what your findings mean

#### **Prepare a 3 min and 6 min “walk-through” of your poster**

- Ask viewers if they would like you to run through the poster (brief or more detailed?)
- Goal, just enough methods to understand results, key results, take-home message
- Practice “walk-through”