

5 TIPS FOR PREPPING YOUR POSTER

1.

Consider Function & Audience —

The purpose of a poster is to quickly disseminate information to your specific audience; use bullets; minimize jargon; have a "take away point".

2.

Consider Capturing Attention —

The title should be short (no more than 2 lines) and interesting to capture attention; the visuals (e.g., figures, tables) should be clear from a distance and linked to the title.

3.

Consider Readability —

The title should be readable from 20 feet away and the text and figures from 6 feet (think Times New Roman at 20pt font); use bullets where possible to make the information more consumable.

4.

Consider Flow of Information —

Organize the information in columns left to right to guide the reader; consider using numbers for sections or arrows and using borders around sections.

5.

Consider Additional Elements —

In addition to the standard components, make your poster stand out by including your photo, a QR with your contact information, a QR linked to a pdf of your poster and supplemental information.

*bonus
tip*

Before you make your poster work on the layout using a whiteboard and markers or pieces of paper on the wall. This will let you move elements around to evaluate the flow and balance of the content and check for readability from a proper distance.

*bonus
tip*

to present

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1.

Consider Function —

The purpose of presenting may be one or more of the following: to network, get feedback, identify potential collaborators; so make sure you know your purpose.

2.

Consider Brevity & Clarity —

Develop a streamlined vocal description of your project, anticipate questions, and develop responses.

3.

Consider Practicing —

Practice presenting your poster to labmates, classmates, coworkers, and supervisors; ask for them to time you and provide feedback.

4.

Consider How To Draw People In —

Develop a greeting so that you invite people to interact with and your poster (e.g., "Hi! Thanks for stopping by. I'm happy to provide you with an overview or answer any questions you have.").

5.

Consider How You Will Wrap Up —

Be sure to prepare some closing statements thanking people for stopping by and/or providing feedback (e.g., "Thanks so much for stopping by. I am excited to connect with you about some of your ideas. I'll email within the next week.").

bonus tips

WEAR COMFY SHOES

BE YOURSELF — let your personality and own personal style show through!