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How to prepare a poster for a scientific presentation

EAPC vzw — Palliative Care Unit Galilee, Galilee, HOLY METROPOLIS OF MESOGAIA AND LAVREOTIKI — Universidad de Navarra — Transilvania University of Brasov, FACULTY OF MEDICINE — HOSPICE CASA SPERANȚEI, MAKING EVERY MOMENT COUNT

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This session will:

- Present the characteristics of a ideal poster
- Summarise the information in preparing a conference poster
- Consider how to present key messages and design a poster
- Provide an opportunity to view a selection of templets and posters
- Provide you with an opportunity to design your own poster

Scientific presentation

- A scientific presentation is a professional way to share your observation, introduce a hypothesis, demonstrate and interpret the results of a study.
- Include podium (oral, platform), poster or lecture.

Scientific poster

- Present all the information at once, so viewers' attention can wander from one panel or image to another and can frequently return to the starting point.
- May best suit novice researchers and/or students who would like to present their results for the first time.
- One of the major advantage of a poster presentation is that posters tend to stay on display throughout a conference, symposium etc. for a whole day.

Characteristics of the ideal poster

- To provide a brief overview of your work

- To be attractive

- To initiate discussions

- To present your work when you are not there

How to summarize ...

Research poster -IMRAD format

- Introduction,
- Methods,
- Results and
- Discussion.

Curriculum development poster IDCRD format

- Introduction,
- Development process,
- Curriculum description,
- Results and Discussion

...How to summarize...

Clinical case presentation poster

- Introduction,
- Case description,
- Discussion of current practice guidelines for management of the patient,
- Conclusions.

Systematic Review

- Introduction/Background
- Research question,
- Methodology,
- Results,
- Evidence summary,
- Clinical implications

...How to summarize...

2. Use Your Oral Presentation Slides

- Use your slides as a starting point if you have already summarized information for your oral presentation.

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...How to summarize...

3. Summarize Highlights from Memory

• Write from memory and in your own words what your project is about.

• Remember the highlights.

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...How to summarize...

4. Rules for Summarizing

4.1. Delete trivia, details, redundancy and non-crucial words (articles, adjectives, adverbs and obvious verbs)

4.2. Integrate information across paragraphs and paraphrase in order to condense information

4.3. Use bullets to set off summarized text.

4.4. Generalize by categorizing like items or actions. If there are lists of items or events, decide if each item is important.

4.5. If an important list is given in sentence form, put each item on a separate line with a bullet in front of it.

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How to present key messages and design a poster - The Format

TO DO	NOT TO DO
• cut down on text	
• use bullet points and simplify the language, with easy-to-read phrases	
• use the active voice and avoid jargon and acronyms	• treat the poster as if it were a mini manuscript
• Substitute text for figures and graphs. Graphs are better than tables, and tables are better than text.	• use full sentences
• Use arrows to relate cells in the table to graphs, conclusions, or discussions.	• use a lot of text

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How to present key messages and design a poster -The Structure (IMRAD format)

TO DO	NOT TO DO
• Landscape orientation is always better than vertical orientation because most of the poster is close to eye level and it is easier to span data, figures, and text horizontally than vertically.	
• Use some background information or a brief review of literature as introduction.	• Use long sentences in introduction, methods and results
• Use bullet points and flow charts or figures to illustrate the methods section.	• Use unnecessary details on methods
• Dedicate 60% to 70% of the area of the poster to results/discussion.	
• Use graphs, charts, pictures and tables to show the results.	
• Highlight the novelty of the work.	

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How to present key messages and design a poster - Orientation and size

TO DO

- Check the conference guidelines (poster templates)
- Use columns and headers to facilitate reading.
- Use space to draw attention to your most important message
- Headings should be in bold, 36-point type and the rest of the text should be no smaller than 24-point type.
- Chose the right color palette and limited to 3-4 colors
- Use the same fonts on the all poster

(Times New Roman-body text, title and heading-Arial or Helvetica)

NOT TO DO

- Use yellow, rainbow, or other light colors on white
- Use patterns or black colors for the background
- Fill the all available space
- Use Comic Sans

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Key points

- Decide who your audience will be.
- Be clear on the message(s) that you want to convey.
- Carefully read the instructions – size, orientation (landscape or portrait)
- Follow all the rules!
- Design your poster, review, revise and get feedback BEFORE the conference.

Key points

- Concise text is better
- Illustrate with graphs, tables, charts, maps, pictures, photographs
- Background
- Use colours but not too much!
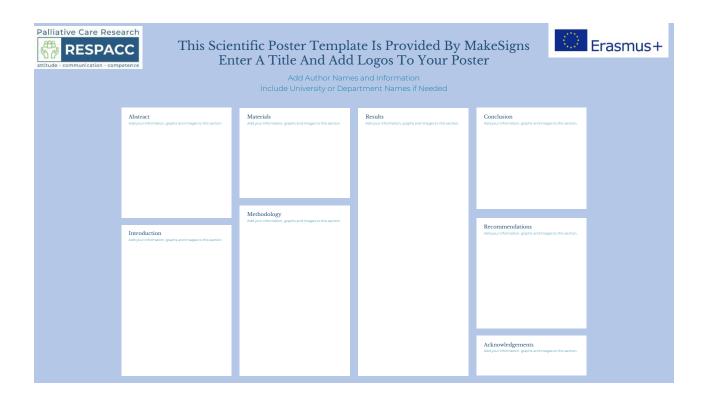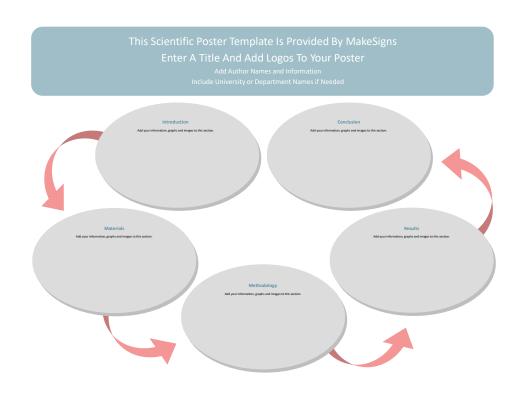- Font size
- Include logos and contact details

PowerPoint templates

- Examples

Scientfic Poster PowerPoint Templates | MakeSigns

https://www.makesigns.com/products/scientific-posters/paper-scientific-posters

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This Scientific Poster Template Is Provided By MakeSigns
Enter A Title And Add Logos To Your Poster

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Add Author Names and Information
Include University or Department Names if Needed

Abstract
Add your information, graphs and images to this section.

Materials
Add your information, graphs and images to this section.

Results
Add your information, graphs and images to this section.

Conclusion
Add your information, graphs and images to this section.

Methodology
Add your information, graphs and images to this section.

Introduction
Add your information, graphs and images to this section.

Recommendations
Add your information, graphs and images to this section.

Acknowledgements
Add your information, graphs and images to this section.

This Scientific Poster Template Is Provided By MakeSigns

Enter A Title And Add Logos To Your Poster

Add Author Names and Information

Include University or Department Names if Needed

Introduction
Add your information, graphs and images to this section.

Conclusion
Add your information, graphs and images to this section.

Materials
Add your information, graphs and images to this section.

Results
Add your information, graphs and images to this section.

Methodology
Add your information, graphs and images to this section.

Group work

45 min

- In your team shortly present your abstracts and choose one for preparing a draft of the poster
- Following the information from the session draft in Microsoft PowerPoint a poster

15 min

View and give feedback to your colleagues

Conclusions

- Posters provide an opportunity for practitioners to disseminate work and engage with others in their own field.
- Posters are an effective way to share preliminary data results or snapshots of a project in progress.
- Posters can serve as an effective way for conveying information.
- Preparing a poster requires different skills to those used in oral presentations.

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