Bad poster bingo

Different parts of poster don't line up	Boxes within boxes	Zigzag reading order	More than **three** **typefaces**	Long-winded title
Gradient fills in coloured boxes	Big blocks of text	Photographic background	Unlabelled error bars on graphs	Pixelated pictures
More than five colours	Institutional logos bookending title	Free space	ALL CAPITALS	Text with shadows, outlines, or bevels
Abstract	Underlined text	Comic Sans	3-D graphs	Checking tablet or phone during presentation
Tables showing data that could be in a graph	Poster does not fit on poster board	Comic Sans (it's that annoying)	Objects almost touching or overlapping	Tiny, unreadable type

By Zen Faulkes, betterposters.blogspot.com

Inspired by: http://www.monicametzler.com/bad-presentation-bingo/

How to craft a poster presentation

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Ms Jodi McLean

Session Overview

- Key factors to consider when designing a conference poster.

- What makes a successful conference poster.

- Strategies for creating an effective poster.

- How to prepare for presenting your research and interacting with attendees.

- *Please place your questions in the chat throughout the presentation and questions will be answered at the end*
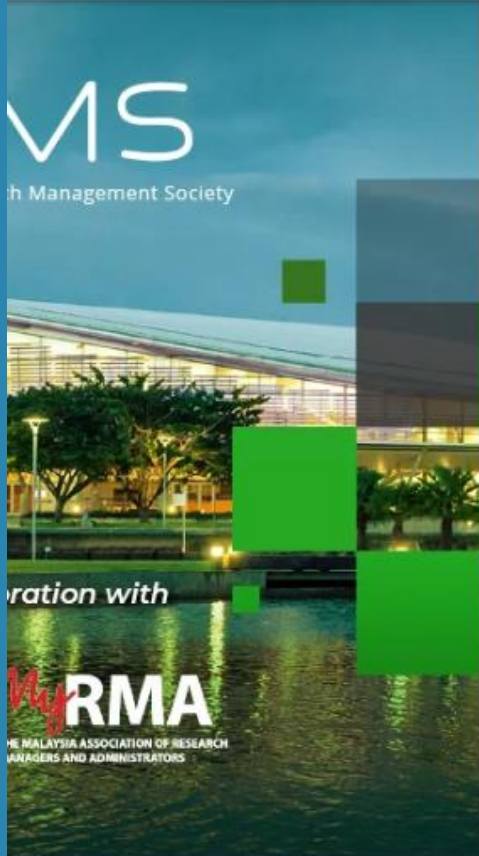
Key factors to consider when designing a conference poster.

Purpose of the poster

Critical to design

What is the key message?

Align content with accepted abstract

Everything added to poster should contribute to purpose

https://salexzet.live/product_details/20488161.html

Compliance with event guidelines

- *Poster Presentation (ARMS Conference)*

- Submissions for poster presentations should describe work under one of the conference themes where possible.

- Authors must attend their posters during the allocated time to answer questions.

- Posters should be ==84cm wide== and ==119cm high==.

- The poster should include ==author and co-authors' names==, a short ==title==, the name of the ==institution== where the work was carried out, an ==abstract== and ==section headings== such as Introduction, Methods, Results, Conclusions and Recommendations.

- Posters should be succinct, easily read from a distance and engaging.

- Each poster will be allocated a poster number closer to conference. The poster number will indicate where your poster will be positioned/displayed at the conference. Posters will be on display throughout the conference.

- https://www.arms2024.com.au/_files/ugd/018718_3b202ea4a1024f3f9b97f0a34d3923dd.pdf

Branding and acknowledgements

Include logos – remember all contributors and add these.

Seek permission to use logos and follow branding guidelines – there are rules about where you can place logos, co-sharing with other logos, colours, and logo sizes.

Templates – check if your organisation has templates to use, saves work.

Recognition of co-authors and funding is important – as a research funder, this is the first thing I look for. You may be contractually obligated to do this.

What makes a successful conference poster.

What not to do

Too much information

The Problem:

- Too much content.
- This includes too much text as well as too many tables, graphs and images.
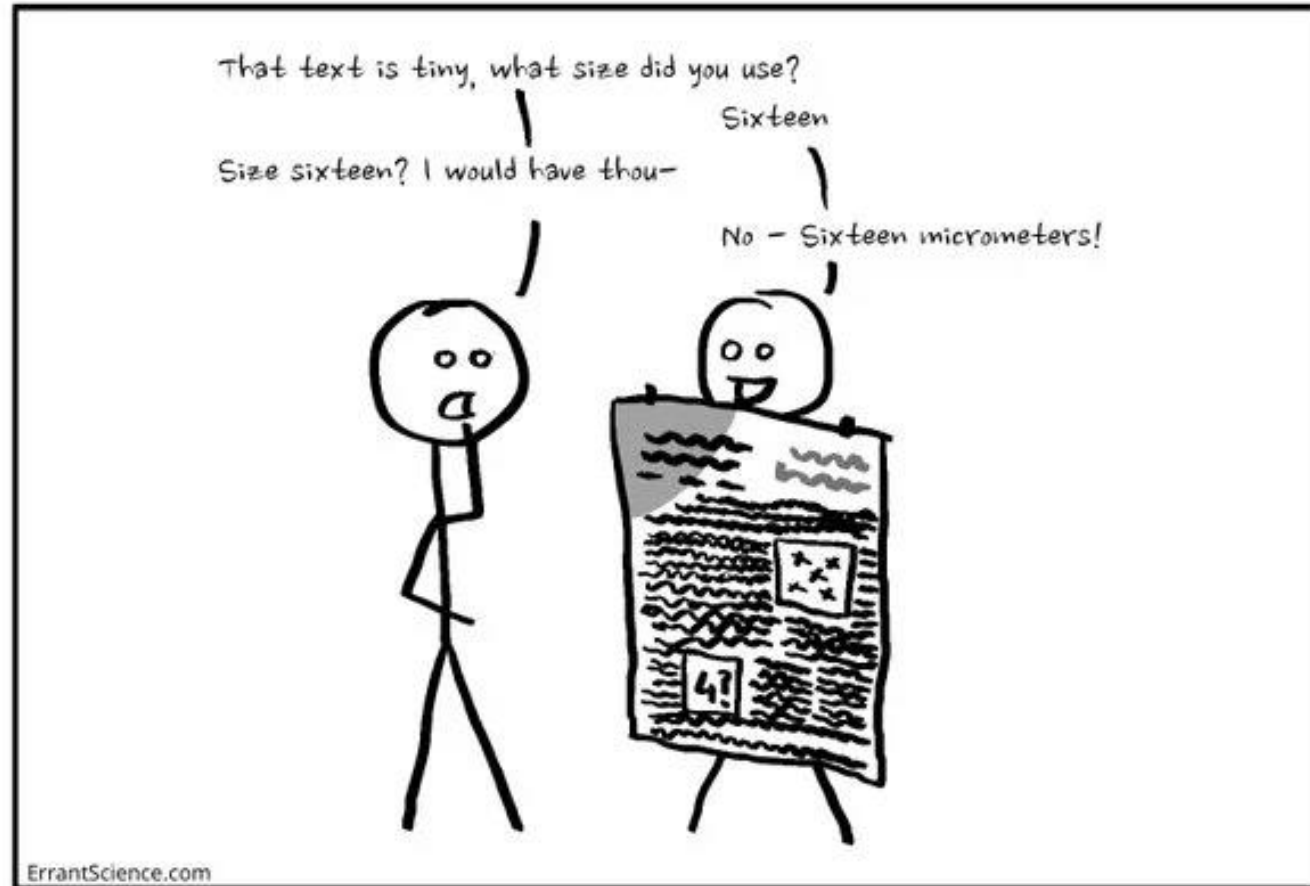

The Solution:

- Carefully curate your content.
- Minimise the content (max 300 words).
- Have some white space to break things up.
- Each reader may only be at the poster 5-10 minutes, so they should be able to grasp all the key points in that time.
- Dot points can also help make the text quick to read.

Small font size

The Problem:

Font Size

This is not a business document so 10-12pt Calibri is not going to work.

That text is tiny, what size did you use?

Sixteen

Size sixteen? I would have thou—

No — Sixteen micrometers!

ErrantScience.com

When making an academic poster it's best not to get hung up on 'legibility' & just cram as much in as possible

The solution:

- Have a large bold heading.
- For the body of the text consider using 24-36pt.
- Remember people need to be able to see this from a distance.

Font choice

The problem:

- 'Creative' font choices can be difficult to read.
- This will impact the reader understanding your content.
- The reader is likely to have limited time at your poster and will therefore not be spending time interpreting the text.

'FUN' FONT CHOICES

Can be difficult to read

and understand
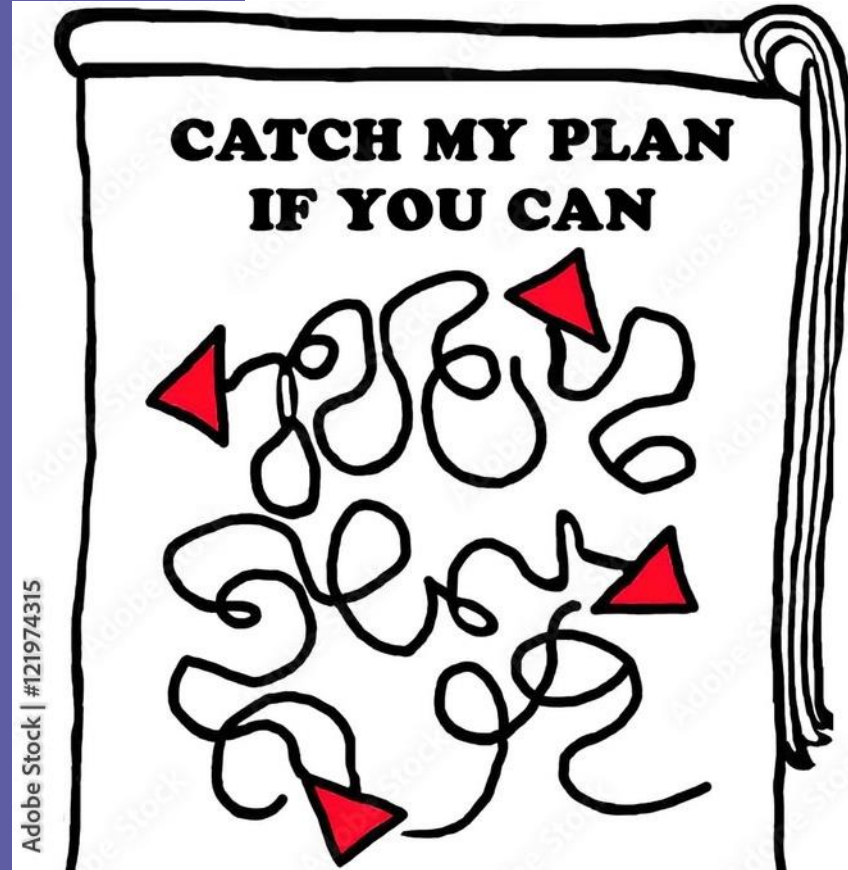
plus

This is a professional forum

The solution:

- Stick to clear, simple and easy to read font choices.
- Limit the number of fonts used.

Lack of structure

The problem:

- Confusing lack of clear structure.
- Where should I look first?
- How do I get a clear picture of the presentation?

CATCH MY PLAN IF YOU CAN

Adobe Stock | #121974315

The solution:

- Take time to plan content and structure before putting together the poster.
- Have a clear layout and narrative structure – where does the eye start and end?

Colour choice

The problem:

Choosing a dizzying array of colours is not as pretty and eye catching as you think.

Your goal is to attract an audience and stand out in a good way. Your colour choice can have the opposite effect.

The solution:

- Choose a small number of complementary colours.

- Ask for the opinions of others.

More on colour choice

The other problem:

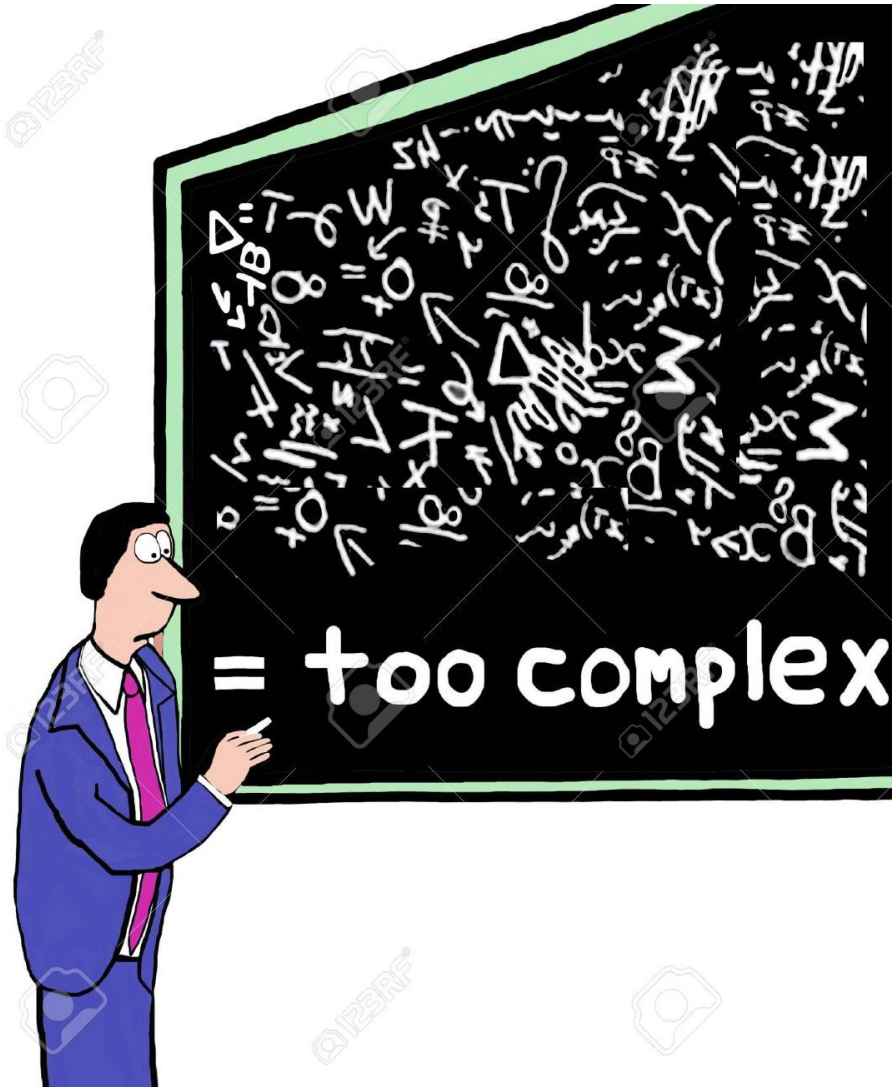Colour choice can make the poster difficult to read.

The solution:

- Again, limit the range of colours used.
- Do a test print for readability.
- Ask for the opinions of others.

Consider your audience

The problem:

- Jargon heavy.
- Using organizational specific language.

The solution:

- Consider your audience and how to appeal to a broad range of readers.

The background

The problem:

- Photographic backgrounds can distract the reader from the content.

- Coloured backgrounds can add to the colour confusion we already discussed.

The solution:

- Keep it simple

- Consider the entire colour palette you have chosen.

- Consider including one larger eye-catching image (but not as background) instead.

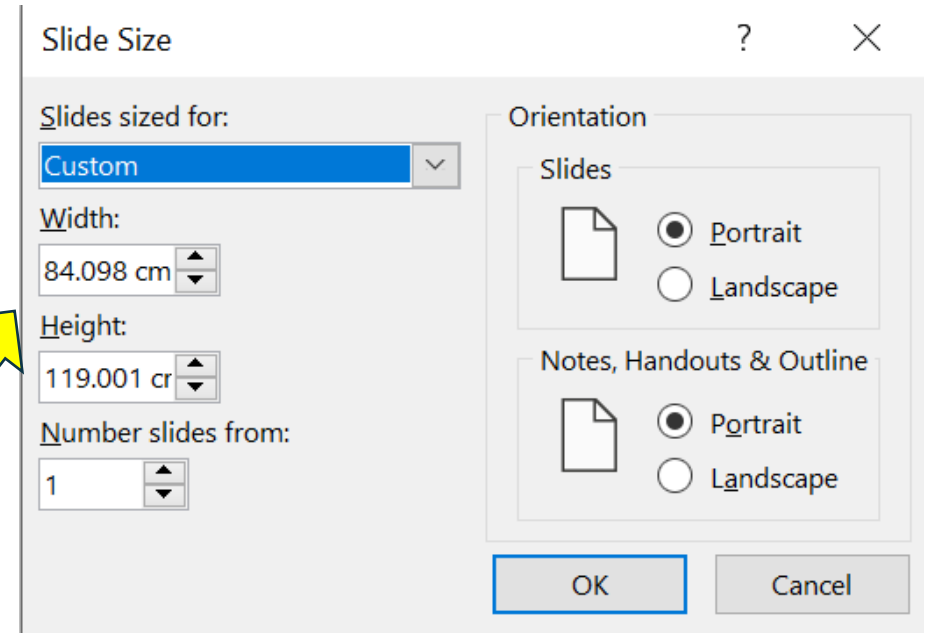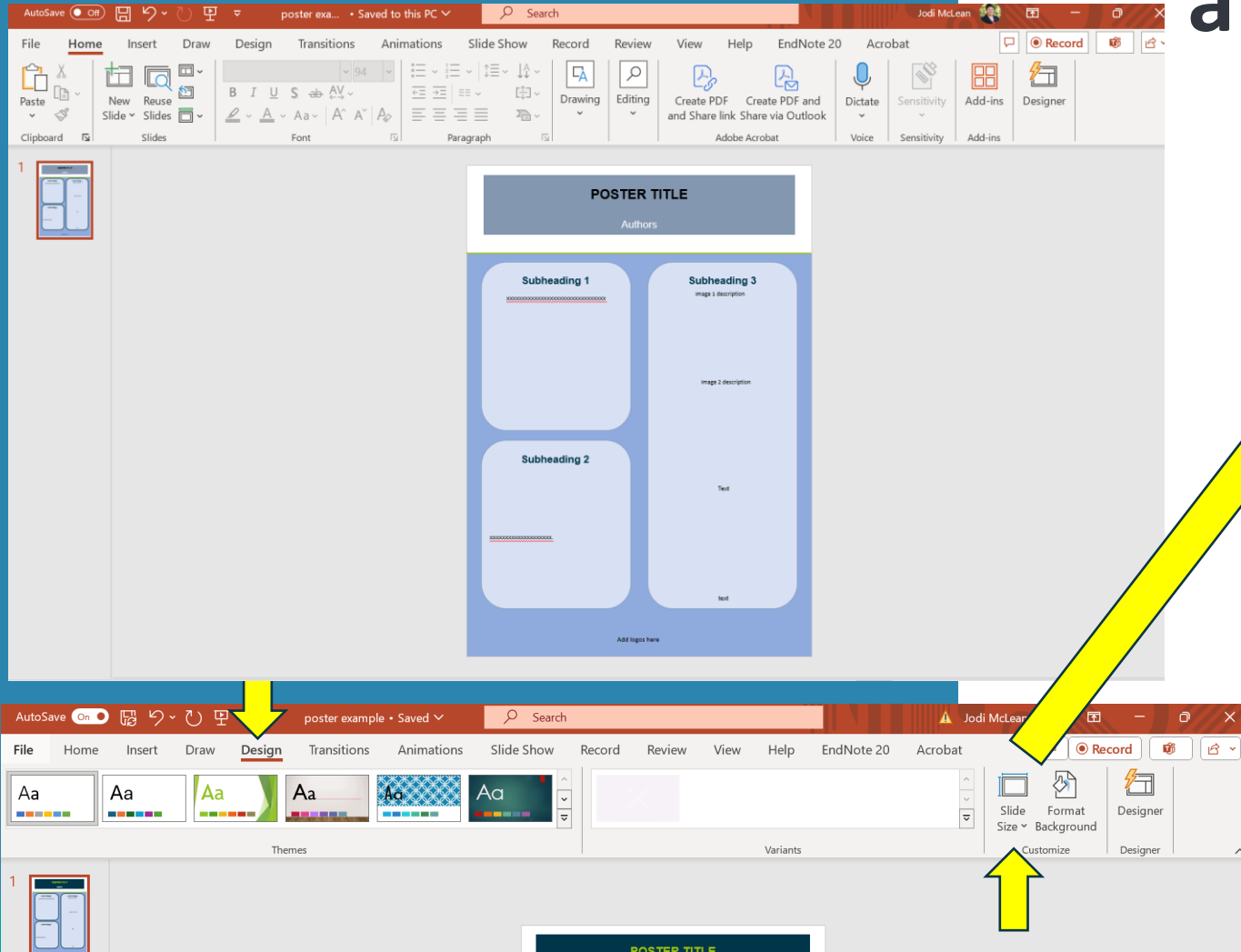# Strategies for creating an effective poster.

How to create a winning poster

What software to use?

- MS Publisher
- MS PowerPoint
- Canva
- Adobe Illustrator or InDesign
- Piktochart
- CorelDRAW

Example: How to create a poster in PowerPoint

- For a complex poster use a simple background (and vice versa)
- Only use high quality images

Poster Medium

- Paper printing is the most common option, and it can also be laminated for durability.

- **Always use a matt finish.**

- Fabric posters are lightweight and easily portable.

- Check with your organisation what the preference is and how do you arrange printing.

Know and work to the due dates

- Do not leave it until the last minute
- Ask someone to be a proof-reader (so no typos or spelling mistakes)
- Check timings needed for internal approvals
- Allow time for printing and collection

AUGUST

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How to prepare for presenting your research and interacting with attendees.

Promote connectivity

Add QR Codes

1. To download poster

2. Link to your LinkedIn profile (can be on your phone)

Have print outs of poster – A4 or A5 size

Leave business cards with poster

Put a current photograph of you on poster

Use conference app to connect with people during conference

Presenting your poster

- Know your poster and share widely

- Understand purpose and content

- If you do not know the answer to questions admit it and say you will find out, and ensure you follow up later

- If you are talking to someone, do not ignore other people waiting to talk to you, invite them into the conversations

- Prepare a condensed (30 sec) and extended (3min) pitch

- Consider your team, will they take turns to be at poster, or all be there at same time?

Thank you

Acknowledge and thanks for facilitating and providing this event:

- ARMS Corporate
- ARMS NSW Chapter

Contact us

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Upcoming Events

Next NSW Chapter Workshop in series: **Effective Conference Presentations – Making the Abstract Tangible** 25 June 2024.

arms24

Global and local research partnerships for a sustainable future

11 – 13 September 2024
Darwin Convention Centre