Guidelines to Preparing a Podium or Poster Presentation

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Introduction to Research Principles Scholarship Program
VAM . Washington DC. June 5 2012.

DISCLOSURES

- ***Nothing to disclose***

Session Goals

Learn key elements of

- Poster design

- Poster organization

- Poster/Podium presentation

Hierarchy of Presentations

- Local < National < International

- Poster < Oral < Plenary

Advantages of Posters

- More interactive

- More opportunity for networking

- Informal, collegial dialogue

- More in-depth discussions?

- A broader audience?

- Greater graphic flexibility?

Anatomy of a Poster Session

- 90 minutes
- 100+ posters in a great big room
- 100-1000s of people roaming the room
  - *Often eating, drinking, some with babies…*
  - Some reviewed the list of titles/authors
- 200+ conversations at any given time
  - folks catching up with old friends
- +/- *a "distinguished professor tour"*

Do folks look at Posters?

- Meeting with 450 participants and 58 posters

- Observers monitored 3 posters:

Poster	Glanced	Studied	Seconds Studied
1	23%	17%	36 sec
2	21%	12%	50 sec
3	8%	10%	84 sec

Wright V. *Br J Rheum* 1987;26:292-294

Who Looks at Your Poster?

- Friends and colleagues
  - Friends of friends and colleagues

- Folks interested in your topic

- Folks who happen to walk by

- People who might hire you

Ideally, all of these!

A poster is not a research paper stuck to a board!!

What Makes a Good Poster/ Presentation?

- *Sound hypothesis/rationale*

- *Good experimental design*

- *Tells a good and "complete" story*

- *Understandable results*

- *Clear and concise figures/tables*

- *Reasonable discussion*

- *Sound conclusions/summary*

Common Poster Mistakes

- Too much text

- No images/graphs

- Small font

- Poor use of available space

- Too much visual distraction

- Lost message

Make the Message Clear

- Display the essential content in the title, headings, and graphics

- Use main headings to explain key points

- Differentiate between data, summary, and conclusion

Titles are really important

- *Typical Title: "Outcomes of* Recurrent Tibial Interventions for *CLI"*

- *Better Title: "Tibial Reinterventions* for CLI are Associated with *Increased Rates of Limb Loss"*

Use your headings

- *Typical Heading: "Background"*

- *Better Heading: "The Effect of Tibial* Reinterventions for CLI is not *appreciated"*

General Format

- Format the poster in columns rather than rows (like a newspaper)

1	4
2	5
3	6

vs.

1	2	3
4	5	6

Hierarchy of Text Size

- Title: 90-120 point, bold
- Subtitle: 72 point
- Headings: 36-48 point
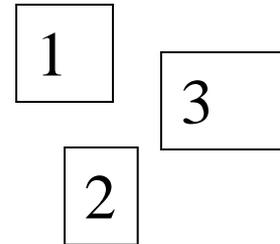- Text: 24-28 point
- Details: 18-24 point

Poster Text

- Use bullets
- Avoid long sentences
  - < 65 characters is easily scanned
  - > 80 characters is harder
- Edit, edit, edit

Avoid Visual Distraction

- Avoid jagged edges

1

3

2

- Use long visual lines

- Line up panels

- Keep it simple!

- > 50% should be empty space

Graphics Should Dominate

- Well-designed graphics are efficient and effective

- Must be visible from > 4 feet away
  - Easier to point out

- Place graphics in order of reading

The rainbow stops here

- A single background color can unify the poster and eliminate distracting edges

- If used judiciously, color can emphasize or link important data

- Dark text on light background works best

Printing your poster

- Single sheet posters:
  - Professional
  - Travel well (can be mailed to conference)
  - Handout friendly
  - Easy to post
  - Cost about $70
- Panel posters:
  - Cheap (very, if you do it yourself)
  - Potentially easier to travel with

Web Sites for Poster Preparation

- Makesigns.com
- http://biology.lsa.umich.edu/research/labs/ktosney/file/PostersHome.html
- http://www.ncsu.edu/project/posters/
- http://www.ncsu.edu/project/posters/GoodGraphs/
- http://SciencePresentations.com
- http://www.postersession.com
- www.posterpresentations.com
- http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm
- *Go to Google and type "poster template Powerpoint"*

Professional Template for a 72x48 poster presentation

Your name and the names of the people who have contributed to this presentation go here.
The names and addresses of the associated institutions go here.

OPTIONAL LOGO HERE

OPTIONAL LOGO HERE

About this template

This template was designed to produce a 48x72 poster.
You can modify it as needed for your presentation before you send it back to **PosterPresentations.com** for premium quality, same day (rush-free) affordable printing.

By using this template poster will look professional, easy to read and save you valuable time from figuring out proper placement of titles, subtitles and text body.

For poster design beginners we have included many helpful tips you can find on the poster template itself.
For better understanding of the poster-making process, we have also added a series of helpful **online tutorials** that will guide you through the poster design process and answer most of your poster production questions.

You can access the online tutorials from our **HelpDesk** page at:
http://www.posterpresentations.com/html/helpdesk.html
(copy and paste this link to your browser or press the F5 key on you keyboard and click on the link)

For further assistance and to order your printed poster call **PosterPresentations.com** at **1.866.649.3004.**

Poster Basics – Poster Layout

To start using this template you first need to delete most of the contents of this page. Keep the poster title and one of the blue section headers.
The cleared template should now look like in Figure 1.
After you decide how many sections you need for your poster (Introduction, Methods, Results, References, etc.), use the "copy" and "paste" commands to create as many copies of the blue section headers as needed.
Move the header copies approximately to where you think they need to be on the poster, so you can get a better sense of the overall poster layout. It will help you organize your content. See Figure 2.

You can now start adding your text.
To add text use the   tool to draw a text box starting from the left edge of a column to the right edge and start typing in your text. You can also paste the text you may have already copied from another source. See Figure 3.
Repeat the process throughout the poster as needed.

Figure 1   Figure 2   Figure 3

Text Sizes

For this template we use the Arial font family at several recommended text sizes. You can use any typeface you like and at any size but try to stay close to the suggested limits.
Figure 4 gives a visual reference of what different font sizes look like when printed at 100% and at 200%.
Due to a page size limitation in PowerPoint and unless your poster is going to be less than 56" in length, all the work done on this template is at half the size of the final poster. For example, if you choose a 21 point font for this poster, the actual printed size will appear as 42 points.

Figure 4

Changing the poster's column layout

Depending on how you layout your poster, you may want to change the column layout configuration.
For your convenience, we have included alternate master layouts.
To select a different layout go to FORMAT>SLIDE DESIGN (Figure 5). The slide design pane will open. From there you can select an alternate layout (Figure 6).

Figure 5   Figure 6

Customizing the template color schemes

For those who wish to further personalize their poster presentation, we have included a number of printer-tested alternative color schemes for this poster template.
If you want to change the default colors and use your own color scheme, go to FORMAT>SLIDE DESIGN (Figure 7). The SLIDE DESIGN pane will open. Select COLOR SCHEMES (Figure 8). There, you can try different color schemes until you find the one you like.
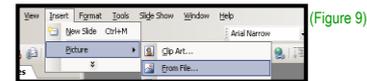
Figure 7   Figure 8

Importing Photographs

It is highly recommended to use the largest images you have access to for your poster. Avoid images downloaded from the web and avoid copying and pasting images instead of using the "Insert" command. To insert an image to your poster go to INSERT>PICTURE>FROM FILE (Figure 9).

(Figure 9)

When the only source of a needed photo or graphic is the Web, scaling has to be applied with caution. Scaling an image more than three times its original size may introduce pixelization artifacts. Refer to figure 10 as an example. A simple way to preview the printing quality of an image is to zoom in at 100% or 200%, depending on the final size of the poster. What you'll see is likely what you'll get at printing time.

Figure 10: Original image at 100%, enlarged 200% and 400%.

Importing Tables & Graphs

Importing tables, charts and graphs is easier than importing photos. To import charts and graphs from Excel, Word or other applications, go to EDIT>COPY, copy your chart and come back to PowerPoint. Go to EDIT>PASTE and paste the chart on the poster. You can scale your charts and tables proportionally by holding down the Shift key and dragging in or out one of the corners.

TABLE ONE		
1998	1999	2000
2001	2002	2003
2004	2005	2006

Labeling your headers

The blue headers are used to identify and separate the main topics of your presentation. The most commonly used headers in poster presentations are:

Introduction, Summary or Abstract	Conclusion
Materials and Methods	Literature Cited
Results	Acknowledgements

Research Poster Design Services

Are you too busy or somewhat "PowerPoint-challenged" and would you like to have your poster presentation professionally designed, printed and delivered on time for your meeting?

We'll be happy to provide you with our expertise.
All you would need is to email us the following:

- **A Word document with all your text or your multi-slide PowerPoint document.**
- **Your logos, photos, charts, graphs and tables.**
- **Your deadline!**

That's it!

Your presentation will be ready within 24 to 48 hours and a proof will be emailed to you for revisions and final approval. Once we have your approval, your poster will be printed and shipped by next day or second day FedEx to your work, home or hotel.

Call us for a free estimate. We will be happy to assist.
You can reach us toll-free at: **1-866-649-3004**
Monday through Friday 9AM to 6PM PST.

How to order your poster for printing

We complete and ship poster printing orders the same day they come in as long as we have your files by 12 pm Pacific Time (3 pm Eastern), Monday through Friday. Orders due the next day take priority. We do not charge rush fees for printing and our shipping rates are standard FedEx rates.

How to order your printed poster:
To order your poster go to **www.posterpresentations.com** and click on "**Order your poster**" on the top menu. Fill in the form and send us your file by choosing one of the two options offered.

You can email us at **production@cp-digital.com** or call us toll free at **1-866-649-3004.**

Contact information

PosterPresentations.com
a Canterbury Media Services, Inc. company

2117 Fourth Street   T: 510.649.3001
Studio C   F: 510.649.0331
Berkeley   TF: 1.866.649.3004
California 94710   E: production@cp-digital.com

Presenting Your Poster

- Be there and be prepared
  - Have a visible name tag
  - Bring business cards
  - *Have a way to store other people's cards*
  - Bring handouts*…the manuscript in press?*
  - *Don't try to snack at the same time*
- Dress nicely
- Hang your poster with a friend
- Bring extra pushpins
- E posters

Presenting your poster: who do you get to talk to?

People <u>you</u> engage in conversation

- Be prepared

- Take the initiative

Practice a 2 minute presentation

Hi, can I give you a tour of my poster?

- *My name is ___. I'm at the University of Pittsburgh…*
    - Where are you from?

- *As you may know…this is an important topic because…*

- *We were interested in…*

- *So what we did was…*

- *And we found that…*
    - Point to bullet 1

    - Point to figure 1
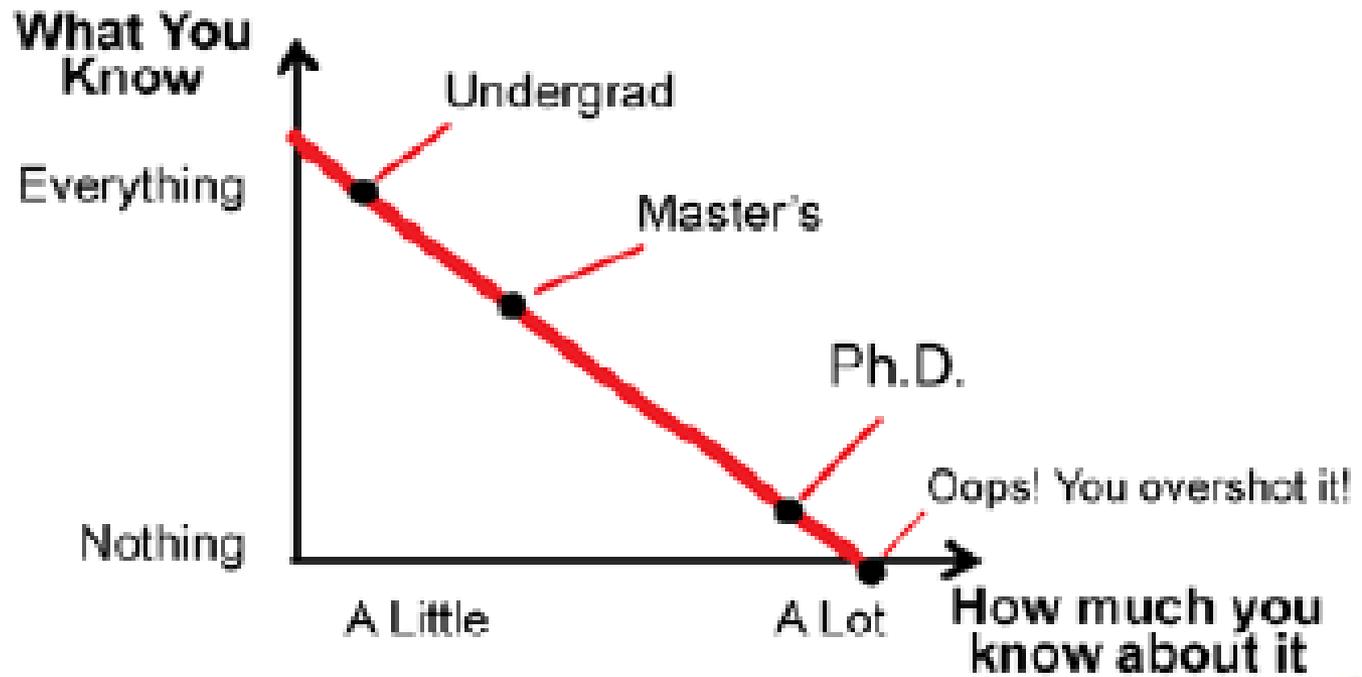
THEN open up the conversation

- *What has your experience been with…?*

- How do you think I should build on this work?

- What do you work on?

- Could we collaborate?

Know your Data

What You Know vs **How much you know about it**

Important Tips

- *Write it out and read it aloud:*
  - *Should follow a logical sequence*
  - *Avoid tongue twisters or words that are hard to say*
  - *Do not use terms you do not understand*
- *Practice it over and over. TIME YOURSELF*
- *If necessary, record yourself and listen to how you sound. NO MUMBLING*
- *Employ your friends and relatives (mock presentation)*
- *Grandmas are particularly helpful*

Additional Tips

- *Maintain an eye contact*

- *Know your audience: who they are?*

- *Monitor the audience (% of sleeping colleagues)*

- *Do not judge people in the audience by their appearance*

- *Be prepared to fill the gap WHEN computer crashes*

- *Leave enough time for questions [as important as the presentation]*

- *Double-check langwidg and zpellinng in your slides*

Summary

- **Be confident, show that you know the subject**

- **Know when to stop [keeping time is crucial]**

- **Presenting a good talk is NOT that difficult**

  - **It may be fun, and you may like it**

  - **It may be beneficial for your personal growth**

- **Presenting offers excellent networking opportunities: "Every talk is a job**

Do Not be Discouraged

References

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THANK YOU. *chaerra@upmc.edu*

GOOD LUCK!

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