Guidelines to Preparing a Podium or Poster Presentation

Rabih A. Chaer, MD
Associate Professor of Surgery
Division of Vascular Surgery

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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:

<table>
<thead>
<tr>
<th>Poster</th>
<th>Glanced</th>
<th>Studied</th>
<th>Seconds Studied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23%</td>
<td>17%</td>
<td>36 sec</td>
</tr>
<tr>
<td>2</td>
<td>21%</td>
<td>12%</td>
<td>50 sec</td>
</tr>
<tr>
<td>3</td>
<td>8%</td>
<td>10%</td>
<td>84 sec</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>1</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

VS.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
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
- 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.

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 your keyboard and click on the link)

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

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 1 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 4
Figure 5
Figure 6

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.

Figure 9

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 5).

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%.

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:

<table>
<thead>
<tr>
<th>Introduction, Summary or Abstract</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials and Methods</td>
<td>Literature Cited</td>
</tr>
<tr>
<td>Results</td>
<td>Acknowledgments</td>
</tr>
</tbody>
</table>

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 files 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

2117 Fourth Street
2nd floor
Berkeley, CA 94710
T: 510.649.3001
F: 510.649.3001
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 you 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

What You Know
- Everything
- A Little
- Nothing

How much you know about it
- Undergrad
- A Lot
- Ph.D.
- Master's
- Oops! You overshot 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 – I tried my ruthless 10 yo daughter
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 language and spelling 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 interview”
Do Not be Discouraged

What you brought to seminar and what it says about you:

- **Stuff to take notes:**
  First year. Foolishly thinks he'll ever need notes again.

- **Reading material:**
  Third year. Just here for show.

- **Didn't bring anything:**
  ABD/Postdoc. Has nothing better to do.

- **Laptop:**
  Young Assistant Professor. Working on three proposals at the same time.

- **Playing with latest gadget/gizmo:**
  Full Professor. Loves new toys.
References


- **Winker MA.** The need for Concrete Improvement in Abstract Quality. *JAMA* 1999;28:1129-1130.


- **University of Pittsburgh ICRE.** MEDEDU 2140: Medical Writing and Presentation Skills
THANK YOU. chaerra@upmc.edu

GOOD LUCK!

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