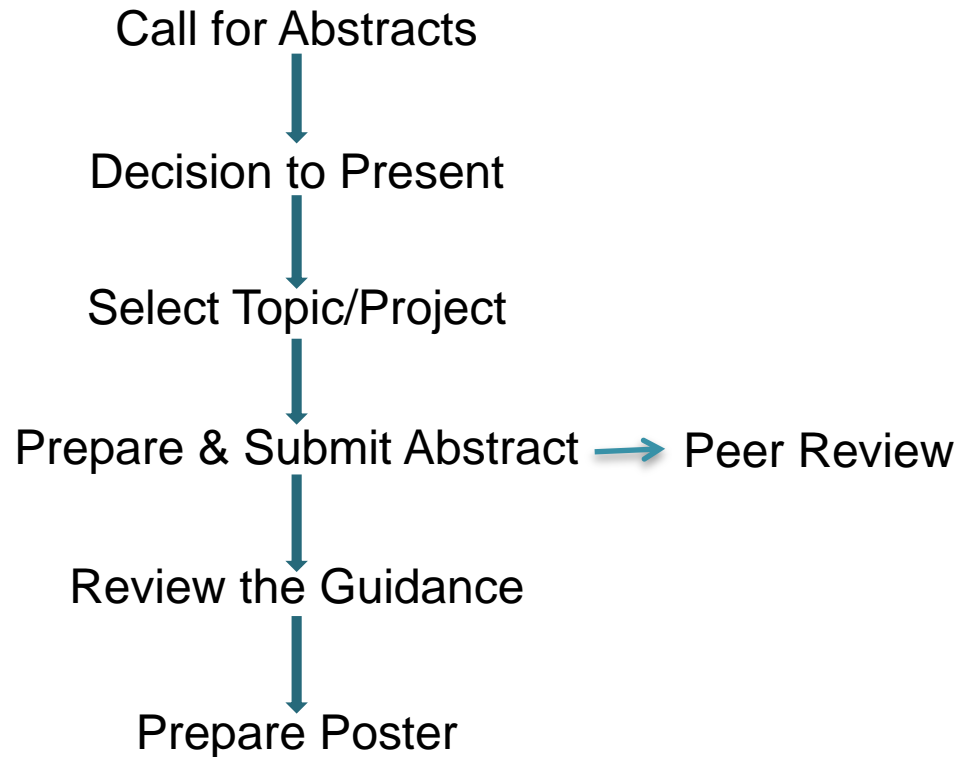# Poster Presentation Master-class

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Prepare, Submit, Present

Call for Abstracts

↓

Decision to Present

↓

Select Topic/Project

↓

Prepare & Submit Abstract → Peer Review

↓

Review the Guidance

↓

Prepare Poster

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THE ABSTRACT

Writing an Abstract

- A descriptive title

- Should contain approximately four paragraphs but without any subtitles or paragraph headings

- The abstract should not exceed 250 words

- Single spaced text

- The font size of the text should generally be no smaller than 12 point

Submit your abstract

- Templates are usually available from conference organisers website
- Spend time on the abstract as this will determine if your poster is selected for the conference
- Information from a well developed abstract can be copied into your poster

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THE POSTER

An Effective Poster should:

- Show not tell
- Express points in visual term
- Avoid visual chaos
- Guide the reader through the poster
- Display essential content
- Deliver a message
- Be visible from a distance of at least 4 feet
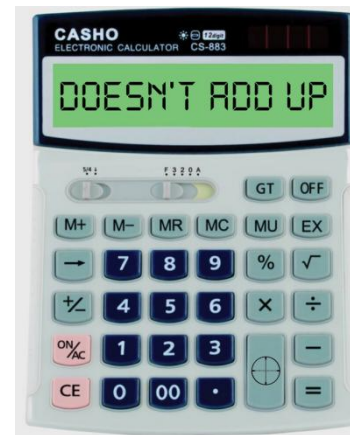
What makes a **Poor** Poster?

Lots of waffle and unnecessary information

Poorly Structured

Overly Technical – Remember your audience

Information that doesn't add up

Review the Design Guidance

- Paper Size AO (Height 118.9cm Width 84.1cm)

- Suggested word count of between 300-500words

- The default position of the poster boards is usually portrait. Should you require a landscape poster board you may need to contact the conference administrator

- Posters should be produced in a manner that is suitable for display on a poster board using Velcro. Do not produce posters that have require mounted on cardboard or heavier material

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GETTING THE MARK-UP RIGHT

Page Setup 1

- Open up a Powerpoint File (Alternatives include Microsoft Publisher, and Pages for Mac)

In pre 2016 PPT:

- Home Tab - Insert New Slide - Blank Slide

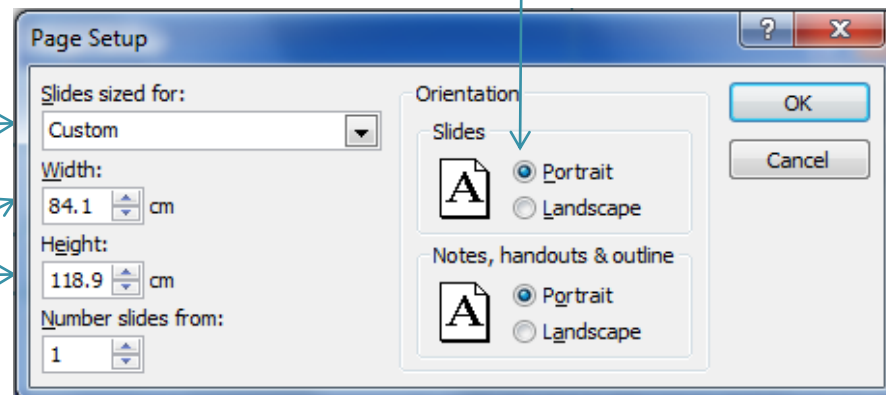- Design Tab - Page Set Up – page set up dialogue appears

In 2016 PPT

- On the Design tab, in the Customize group, click Slide Size.

- Click Custom Slide Size.

- In the Slides sized for list, click the size you want to use, or use the Width and Height boxes to select custom sizes.
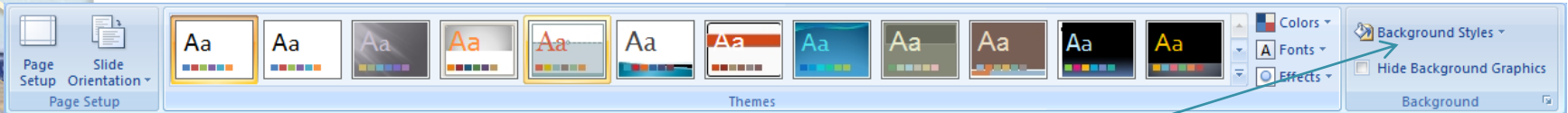
- Click OK.

Page Setup 2

Poster Orientation
(Portrait)

Set to
custom

Type in
Height &
Width

Page Setup

Slides sized for:
Custom

Width:
84.1 cm

Height:
118.9 cm

Number slides from:
1

Orientation
Slides
- Portrait
- Landscape

Notes, handouts & outline
- Portrait
- Landscape

OK
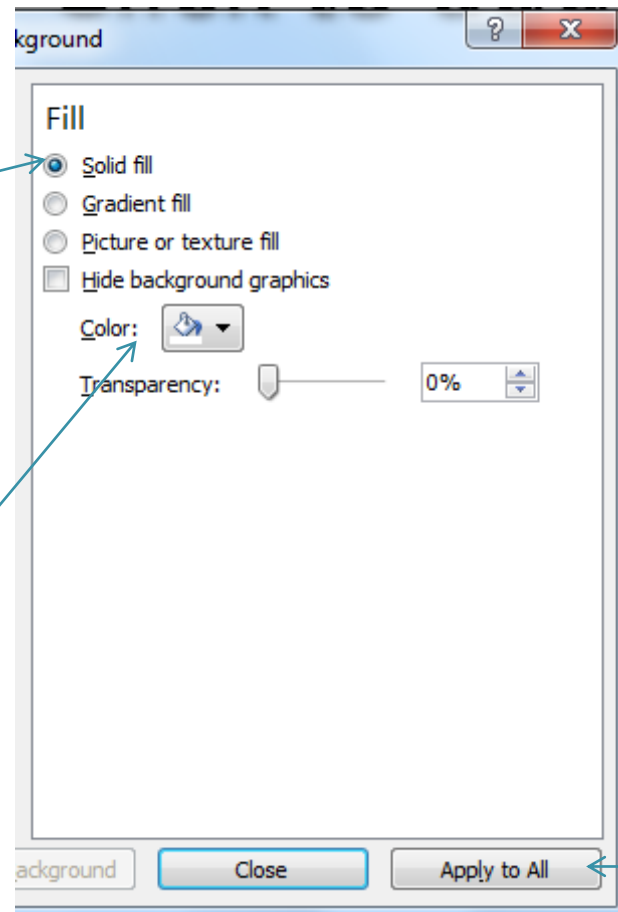
Cancel

Background Colour & Style

Click on the design tab and in the design ribbon click on the down arrow to the right of background styles on the right of the screen. Click 'Format background'

Background Colour

Fill

- ● Solid fill
- ○ Gradient fill
- ○ Picture or texture fill
- ☐ Hide background graphics

Color: 🎨 ▾

Transparency: 0%

Click on
Solid Fill
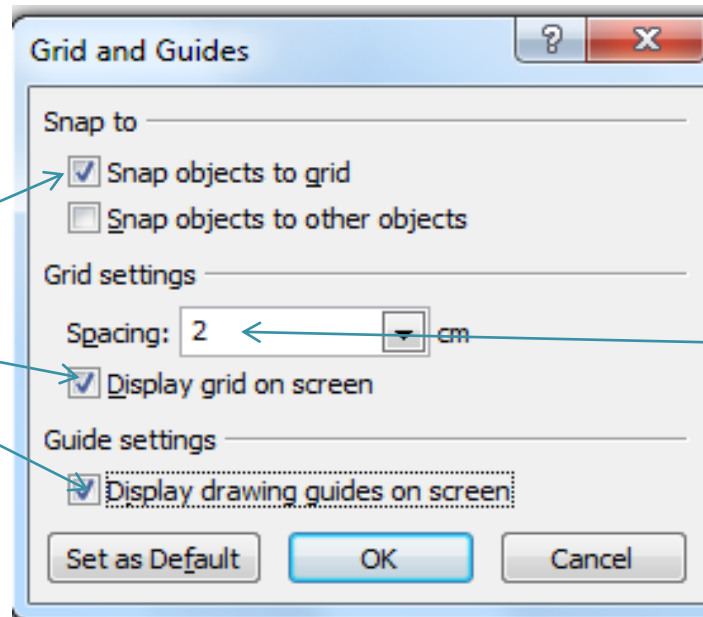
Click on
Colour

Background | Close | Apply to All

Click on
apply to All

Grids & Guidelines

- **For pre 2013 Powerpoint**: From the Home Tab go to Arrange, click on Align and then Grid Settings
- **For post 2013 Powerpoint**: Click View, and in the Show group, click the dialog box launcher.

- Tick box "snap objects to grid"
- Set the grid settings to an initial 2cm by typing 2 in the box to the right of spacing
- Tick box "Display grid on screen"
- Tick box "Display drawing guides on screen"

Grids & Guidelines

Tick Boxes

Grid and Guides

Snap to
- ☑ Snap objects to grid
- ☐ Snap objects to other objects

Grid settings

Spacing: 2 cm

- ☑ Display grid on screen

Guide settings
- ☑ Display drawing guides on screen

Set as Default   OK   Cancel

Type 2 in Grid Spacing

Initially there are two Guidelines, one horizontal and one vertical, which cross at the centre of the poster. You can move these Guidelines to where you need them by moving the cursor over the Guideline you wish to move, holding down the left mouse key, dragging the Guideline to the desired location and releasing the mouse key. Gridlines will not be visible on the finished poster

Text Boxes

- Insert → Text Group → Text Box
- Sizing of text boxes Format tab → Size Format → Shape → Fill Height and Width Boxes
- Alternatively resize dots can be used
- Use black uniform font.
- Size varies but no less than 6/7 words per line
- Repeat as necessary to get the amount of boxes required

Images & Graphs

- Used to enhance poster content and visually emphasise your key points

- 300dpi or higher required for images (most graphics from the web are 72dpi so won't enlarge well)

- Graphs can be created in excel and transferred to the poster

- Can be inserted using copy and paste function, or dragged from one folder to the poster

- Beware copyright infringement

Layout 1

- Aim for 20% text, 40% graphics, 40% empty space

- Keep text concise and leave plenty of space

- Laying out information in columns allows several people to read the poster at once (people read from top to bottom and left to right)

Layout 2- Not like this

word needles

I
wrote
a poem
in the shape
of a Christmas
tree but then forgot
to water it and then a few
days
later
there
words
were

over
all

the
carpet

Layout 3

- Indicate the sequence to direct the reader around the poster i.e.
1. Background
2. Aims
- Alternatively use arrows on the headings
- Include institutional logo
- Use a closely related set of colours

Title/ Headings

- Title should be readable from 10-20 feet (font size 50-60 Times New Roman- CAPITAL LETTERS)
- Main Headings should be readable from 8 feet (Font size of 40)
- Supporting text should be readable from 4 feet (Font size of 30)

Colour

- Use a closely related set of colours
- Choose colours that are easy to read- avoid distracting colours
- No more than 3-4 colours
- Pastel colours provide a restful background- dark lettering can be used for contrast
- Avoid red/green as cannot be read by the colour blind!
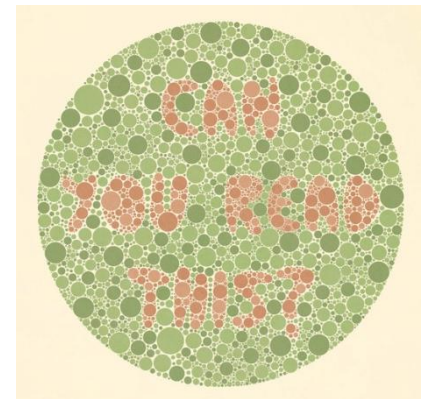
Font Style

- 'Serif' fonts lead the eye across and should be used for the body of a text
- Times New Roman or Garamond or Serif fonts
- Sans serif fonts lead the eye down and should be used for headings (Verdana/ Helvetica)
- Identify essential information in large font

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POSTER STRUCTURE

Poster Structure 1

- ## Introduction/ Background- Literature review/context/local reasons for the project (Research / Audit / Quality improvement initiative)

- ## Methods/Background
  - Who - personnel involved
  - What - project design
  - Why - purpose, aims /objectives
  - Where - unit/hospital NB: confidentiality
  - When – timeframe / year
  - How - methods used

Poster Structure 2

- ## Results/ Findings & outcomes
- Tables & Graphs (need to title these)

- ## Conclusions/ Recommendations
- Be succint e.g. this study found….
- The conclusion should interpret results, don't just repeat the results

Poster Structure 3

- Implications for practice
- References (use Harvard, Vancover etc but apply uniformly)
- Acknowledgements (DON, Colleagues, NMPDU, Libraries etc)
- Contact Details

Suggested Headings

Research

- Background
- Aims & Objectives
- Methods
- Results
- Conclusion
- Acknowledgements
- References

Quality Improvement

- Rationale
- Implementation
- Evaluation
- Implications for Practice
- Acknowledgements
- References

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GETTING READY TO PRINT

Printing 1

- Print off an A4 copy prior to sending A0 size for printing
- Put the poster on a notice board and check for printing and grammatical errors
- Ask a colleague to review the poster

Printing 2

- Obtain a quote from the print centre used by your organisation
- Obtain a stores requisition and have it signed by your line manager
- When you have a purchase order number liaise with the print shop regarding having your poster printed
- Send a PDF copy to the print shop as images etc may move on PowerPoint when moving from one computer to another

Things to Remember

- Don't use jargon unique to your area
- Don't assume that everyone understands why your study is important
- Avoid writing in a highly technical, obscure manner
- Simple, straightforward, small words, no wasted words
- Provide information in every word
- Never ever say: Results to follow!!!!

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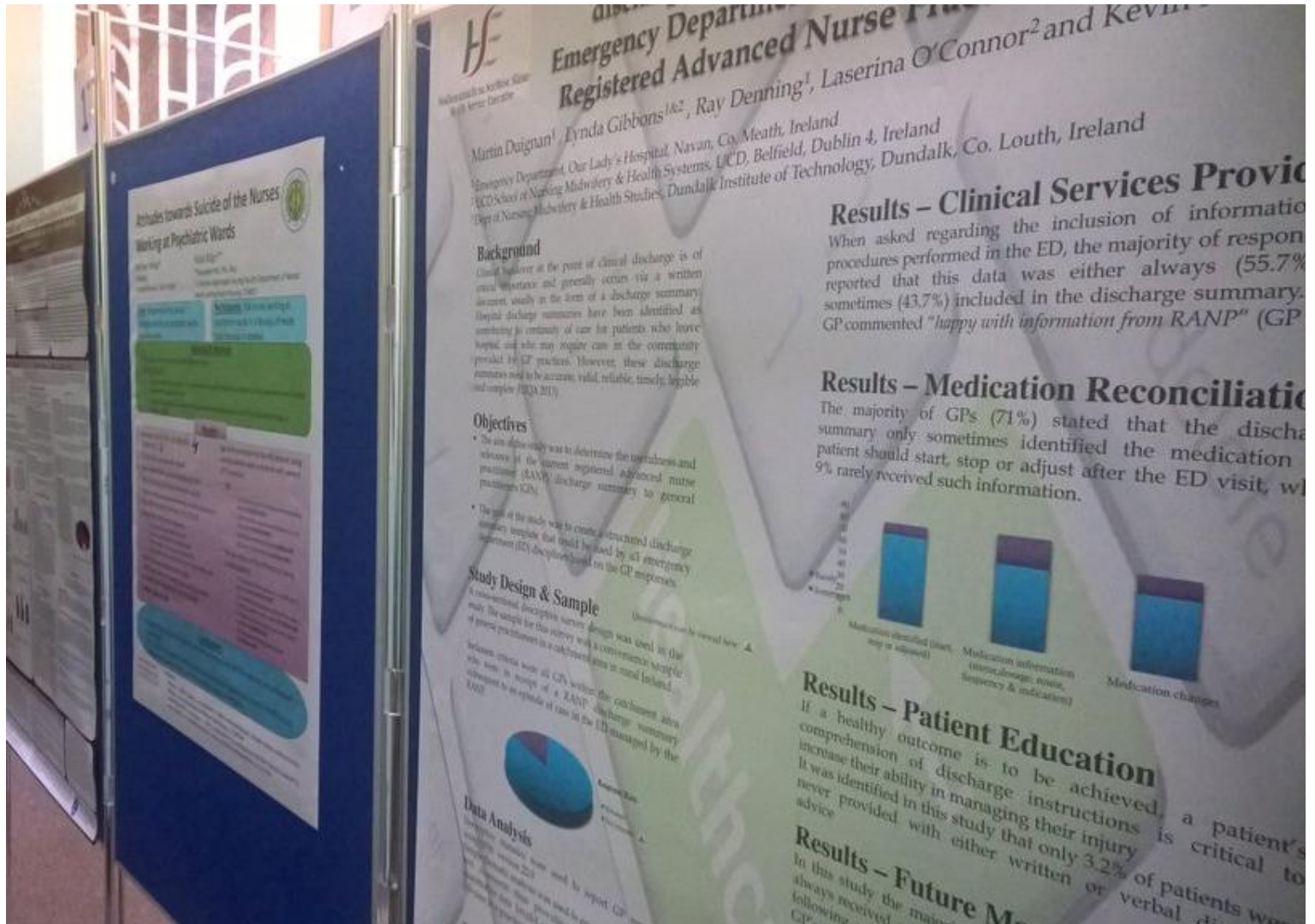
AT CONFERENCE

Presenting your Poster

- Stand with your poster (usually allotted time)
- Ensure you have prepared answers for likely questions
- Have a short prepared synopsis of your work that you can give to viewers/judges
- Have A4 copies of your posters that viewers can take away
- Keep notes on feedback (this will be useful for the next steps)
- Use twitter / Linkedin etc... to tell a wider audience about your poster presentation

Summary

- Internal consistency essential
- Strong informative title
- Concise, but compelling background understandable by knowledgeable lay person
- Innovation and novelty
- Purpose that follows from the background and informs the methods and results; conclusion should relate back to the purpose
- Results with informative data
- Conclusion that interprets, don't just repeat the results

Thank you for your time

Summary

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