

September 11–13, 2014

Hyatt Regency La Jolla at Aventine ~ San Diego, CA

I. Presentation Information

Posters will be presented during the networking reception on Thursday, September 11, 2014, between 5:00–6:30 p.m. PDT.

II. Objective

The purpose of the poster presentation is to provide an opportunity for workshop attendees to become acquainted with your study quickly and easily. Your objective is to present “bare bones” data in graphic, tabular, or chart form to pique the interest of individuals passing by who might be interested in stopping to discuss your work in more detail.

An effective poster presentation is not simply a journal article hung on a wall. Rather, it should be a highlighted synopsis that enables the viewer to move quickly through the analysis of the topic. Viewers are unlikely to read full pages of text in their entirety; the crucial point of your presentation may be overlooked in an overabundance of words. Viewers will be more intrigued by succinct phrases and concise lists.

This type of presentation can be even more useful to its author(s)/presenter(s) than an oral presentation because it offers an opportunity for one-on-one discussion with viewers. The resulting feedback often is quite valuable.

III. Components of the Poster Presentation

The major components of an effective poster presentation comprise the following:

1. Statement of the Problem
2. Materials and Methods
3. Results
4. Conclusions/Recommendations

Your poster presentation should not attempt to cover everything that you would include in a 10-minute oral presentation. Remember that you do not have the viewers' undivided attention; they will be walking by your poster, distracted by conversations and everything going on around them. Your poster presentation needs to catch their attention so that they will return for closer examination.

IV. Display Format

Each display is allocated an easel (6 ft tall with two separate levers to accommodate different sizes of posters/signage), a 30 in x 40 in x 3/16 in foam board, and pushpins. As a rule of thumb, six to eight individual panels are recommended for your poster. If you prepare your poster on heavyweight paper or lightweight cardboard that can be easily mounted on the easel, you may not need the foam board and pushpins.

For posters that present information about a study, evaluation, or investigation, the following is a standard means of displaying the information:

- One panel for a brief statement of the problem
- One panel for a brief description of the materials/methods used
- Three to four panels to show graphs or figures depicting the results
- One panel presenting the conclusions and/or recommendations

Remember that a poster presentation is primarily visual, and make maximum use of figures, graphs, diagrams, and flowcharts on the panels.

Posters describing a program component or activity may not be able to present information in a standard format. In this case, presenters are urged to design posters in whatever format they believe best describes the program component or activity.

An abstract panel is not a necessary component of a poster presentation. Inclusion of an abstract panel is specifically discouraged.

Each individual panel in the display must be clearly numbered in the upper right-hand corner so that viewers can quickly determine the sequence of the information.

A printed strip at least 4 in tall that lists the title of the presentation and the names of the author(s) or presenter(s) should be prepared for each poster and will be affixed to the top of each display. Your lettering for this information should not be less than 1 in tall. Viewers will be standing 3 to 6 ft away from the poster, so the lettering should be easy to read from that distance.

Your poster should be self-explanatory so that an accompanying handout is not required. However, if you wish to supplement your presentation with handout material, please label this material clearly with the title of your presentation. A round cocktail table will be provided next to each display to hold any handouts.

V. Editorial Assistance and Artwork Processing

Assistance in submitting artwork and other necessary materials for poster presentations should be obtained from the presenters' own facilities.

VI. Review/Summary

An effective poster presentation:

1. Can be read and understood easily by a viewer standing 4 ft away
2. Is displayed at eye level
3. Has charts and tables that can be comprehended in one minute of viewing time per page and are prepared according to the following guidelines:
 - No more than four rows and columns per table
 - No more than three components being graphed
 - No three-dimensional graphs
 - No double Y-axis graphs

When preparing your poster presentation, remember the following steps:

- Number each panel of your poster so the viewing sequence is clear.
- Make the connection of ideas and progression of thought clear from one panel to the next.
- Use minimal text; a rule of thumb is that the total amount of text should not exceed 25 lines.
- Use concise lists or phrases instead of complete sentences, when possible.
- Label accompanying handouts clearly with the title of your poster presentation, if such handouts are necessary.

