



**American Pharmacists Association<sup>®</sup>**

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# Tips for Preparing a Poster Presentation

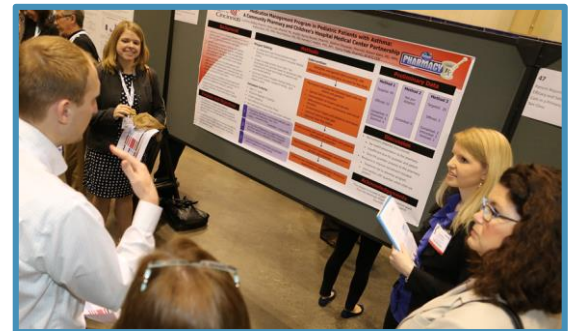
A Guide for Pharmacy Professionals

# Overview

- Describe the sections of a poster and what should be included in each
- Detail how to designing a poster presentation using PowerPoint
- Provide tips for enhancing poster design and readability
- Describe what to expect at the annual meeting

# Preparing

- A poster presentation is...
  - An enlarged display on a bulletin board that contains a title with the author's names and text and figures summarizing the research or project
- Before you begin...
  - Look at other posters displayed in your school of pharmacy or at other meetings you have attended, and take note of design ideas and colors that appeal to you
  - Give yourself an adequate amount of time to prepare and print your poster
    - Allow at least 1 week between the latest time you expect to receive the poster from the printer and your presentation date



# What to Include on the Poster

- Title
- Authors' names, affiliations, and financial disclosures
- Abstract (optional)
- Introduction & Objectives
- Study Design, Materials, & Methods
- Results
- Discussion
- Conclusions
- Other headings that can be included are:
  - References
  - Future plans

# Title, Authors, & Affiliations

- The title should accurately reflect the contents of your project
- List all your affiliations, as well as, other contributing authors correct information
- Check that your title is grammatically correct and scientifically sound

# Abstract & Introduction

- Abstract
  - Optional
  - Should be as short as possible
- Introduction/Background
  - A list of bulleted statements describing prior work on your topic
  - Prioritize what is included in order to maximize space for your unique content

# Objectives

- Objectives should be statements of proof, i.e., a list of what was developed, implemented, assessed, or evaluated
- Restate the questions that you are trying to answer with your study
- Create a hypothesis that is specific and based on facts and evidence
- State objective in an unbiased way
  - Biased verbs: prove, demonstrate
  - Unbiased verbs: determine, assess, identify
- Link the objectives to the methods

# Methods

- Explain your approach for answering the questions stated in your objectives
- Describe any modifications to the methods that were made during the project
- Incorporate flow charts and other graphics to convey methods in a visually appealing way
- Viewers of your poster should be able to tell if you answered your questions by looking at the methods



# Results

- Give a precise and straightforward statement of your information
- Be accurate, clear, and concise
- Include the results from your statistical analysis
- Create tables and graphs to use to enhance the aesthetics and reduce eyestrain for viewers

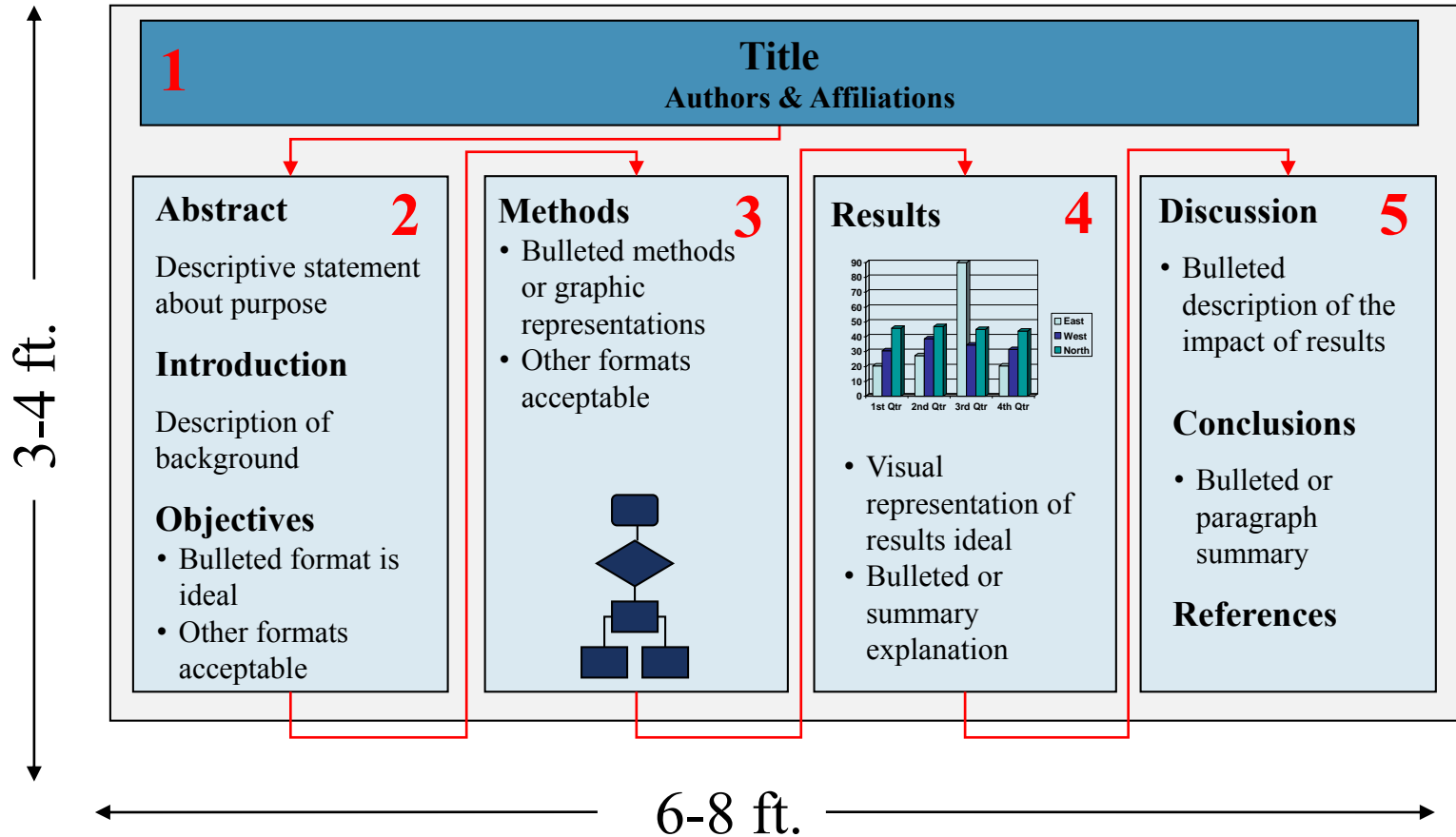
# Discussion & Conclusion

- Discussion
  - Accept or reject your hypothesis
  - Summarize key findings
  - Include any study limitations
- Conclusion
  - Provide more insight than simply restating results
  - State whether the objectives were met
  - Identify key ideas or impacts that can be drawn from the results

# Steps for Designing a Poster

- Create an outline of the information you would like to include on your poster
- Develop a layout based on allotted space
  - Use vertical columns that read from top to bottom and from left to right
  - Determine how many columns will your poster have
  - Assess how your information will fit in your layout
- Create your poster in PowerPoint

# Poster Layout Sample: 5 Zones



# Designing a Poster in PowerPoint

- Create a slide in PowerPoint that fits the dimensions of your poster
  - APhA Standard Size (height x width): 45" x 90"
  - To adjust height & width: File → Design → Slide Size → Custom Slide Size
- Make adjustments before you begin putting information on your poster
- Assure the slide is in landscape orientation
- Avoid formatting issues by creating tables, charts and graphs in a separate document (using either Word or PowerPoint) then cut and paste them into your poster

# Tips for Enhancing Design & Readability

- Limit text to enhance readability
  - Using bullet points to condense information
  - When in doubt, edit out!
- Use graphics (tables, charts, diagrams, pictures) when appropriate to avoid a text-heavy poster.
  - Avoid blurry images by choosing pictures with at least 300 dpi (pixels per inch)
  - Limit the use of pictures in jpeg format or from websites unless they have 300 dpi
- Assure your poster is legible from 5-6 feet away:
  - Choose 1 sans serif font; e.g. Arial, Calibri
  - Use bold, underline, or color to emphasize key points; italics may be hard to read
  - Do not use font <12 point, consider developing a supplemental handout if all information cannot fit on the poster at a large font size

	<i>Suggested Font Size</i>
Title	50-60 (bold)
Section Titles	28-36
Main Text	22-26

# Tips for Enhancing Design & Readability

- Use color to emphasize major points, show differences, and indicate changes
- Tips for using colors to your benefit:
  - Use a maximum of 2-3 colors
  - Muted colors are best for background
  - More intense colors as borders or for emphasis
  - Consider the readability of your chosen color scheme

Red on Blue is blurry to the eye

Yellow is difficult to read

Blue on Red is blurry to the eye

Easy to read

Easy to read

Easy to read

# Finishing Touches

- Review instructions to ensure you have followed them appropriately
- Have a colleague proofread the poster for you to identify errors you may have missed
- Determine how you will transport your poster to the meeting
  - Pack poster in shipping tube or case – share the tube with colleagues to lighten the load
  - If traveling by plane or train, do NOT check your poster
- Assemble all supplies that are required for the display
  - Push pins
  - Glue or adhesive for repairing damage
  - White labeling tape and felt pens for correcting errors
- Develop a 1-2 minute summary statement describing your project to help facilitate how you will interact with viewers
- Optional: design a binder with project materials or make copies of poster to disseminate on-site



# At APhA Annual Meeting

- Hang your poster in the Exhibit Hall when you arrive
  - Poster judging begins at 8:30am Saturday morning!
- Smile and be interactive with viewers, introduce yourself and call them by name
- Network with other pharmacists in the poster session
  - Don't forget business cards
- Relax, have fun

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