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

www.rw.ttu.edu/fec/publications.htm
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

1. Title
   Authors & Affiliations

2. Abstract
   Descriptive statement about purpose

3. Methods
   • Bulleted methods or graphic representations
   • Other formats acceptable

4. Results
   • Visual representation of results ideal
   • Bulleted or summary explanation

5. Discussion
   • Bulleted description of the impact of results

Conclusions
• Bulleted or paragraph summary

References
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

<table>
<thead>
<tr>
<th>Suggested Font Size</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>50-60 (bold)</td>
</tr>
<tr>
<td>Section Titles</td>
<td>28-36</td>
</tr>
<tr>
<td>Main Text</td>
<td>22-26</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Red on Blue is blurry to the eye</th>
<th>Easy to read</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow is difficult to read</td>
<td>Easy to read</td>
</tr>
<tr>
<td>Blue on Red is blurry to the eye</td>
<td>Easy to read</td>
</tr>
</tbody>
</table>
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

This presentation was created with assistance from:
Tana Necsary, PharmD
Warren Narducci, PharmD, RPh, FAPhA
Martha Adkins, PharmD
Jen Rodis, PharmD