



Poster Presentation Guidelines



Steps for a Good Poster Presentation

1

Define your purpose:

What is this poster about?

2

Decide on your design:

What is the best format to convey your message?

3

Practice your delivery:

Know your research. Be prepared to describe your poster in 3-5 minutes. Practice and try to anticipate questions.



1. Define purpose

- The most common question from the audience will be “Tell me what you did?”
- Logically organize your thoughts with subsections
 - Objective/Impact
 - Background
 - Experimental Methods
 - Results
 - Conclusions
 - Future Work
- Focus on the work you completed and know well



2. Decide on design

- **BE CONCISE AND EXACT**
 - Title is very important: choose the shortest title that fits your work
 - A poster is supplementary to your presentation: don't put everything on the poster
- **Layout should be accessible and eye-catching**
 - Use bullets instead of paragraphs and graphs instead of text
 - Spend time trying different alternatives
- Having summary or additional material handouts can be useful for the viewer.



3. Practice your delivery

- Be prepared! Know what you want to say about your work
- **DON'T READ your poster**
 - You're having a conversation, use the poster as a visual tool
- **Practice = Comfortability**
- Make sure your **3-5 minute** presentation answers these questions:
 - "Tell me what you did?"
 - "Why is this work important?"
 - "Tell me what you found?"
- Make good eye contact
- **Create a short elevator pitch (10-15 seconds)**
 - An energetic introduction is very effective for capturing attention
- Check if your audience is up to pace
 - Ask if they have questions throughout your presentation



On Presentation Day

- Look for interested viewers. Allow them to look at your poster by themselves, then ask if they would like you to explain your work
- **Ask for your audience's background and tailor your presentation**
 - They might not know anything about your research
 - Spend more time on introduction/impact if they're from a different field
- **Bring your business card**
 - Someone may want more information or ask to collaborate with you for future work
 - Be prepared for contact information exchanges
- The poster presentation hall will be busy, crowded, and loud: focus on your own poster and not the others



How to Handle Questions

- **Only present what you know**
 - You are responsible for the material on your poster: if you include advanced technical terms, know what they actually mean
- **Draw from past experience**
 - If you've done presentations before, you can anticipate questions
- **Understand the question before you start answering**
 - If you don't fully understand, don't be scared to ask
 - "Could you repeat the question?"
 - "Is X what you meant?"



How to Handle Questions

- **Tough questions are good!**
- **If you don't know the answer, acknowledge it first :**
 - “That is a good question...”
 - “I don't know the answer off the top of my head”
 - “We will plan to investigate it in the future”
 - “I can check my resources. May I have your contact information to discuss this further?”
- **Be confident and attentive**
 - If you aren't convincing with your answer, the audience will be able to tell