

A GUIDE TO POSTER PRESENTATION

ARTP Research & Innovation
Committee



What is a Poster Presentation?

The purpose of a poster is to convey meaningful research in a **clear and concise** manner. Posters should be **aesthetically-pleasing** to attract maximal attention and possibly gain the interest of people not usually interested in a particular area of research.

Types of posters include:

- Original research
- Novel approaches to treatment or diagnostic testing
- Audit data
- Confirmation of previous study data
- Interesting case studies

Poster Formatting

Whilst the content is important, do not neglect the overall look of your poster. It needs to be **eye-catching, professional and large enough** to be read from approximately 2 metres away.

Posters are usually either **A0 (84.1cm x 118.4cm)** or **A1 (59.4cm x 84.1cm)**. Ensure the size requirements and orientation (portrait/landscape) are checked – most conferences will specify in online guidelines.

Many hospitals and universities have their own facilities for printing relatively cheaply. However, it is also widely available from numerous professional printing companies. Some will also assist in perfecting the layout and design.

Ensure you leave enough time to get it printed and sent back to you!

Poster Formatting

Think carefully about the **font size and style** you use – this will often be between **44-54** (slightly larger for headings), depending on size of the poster. Plain fonts (**e.g. Arial, Calibri**) are easier to read. Also, avoid using much smaller font size on graphs and tables as viewers can struggle to read the text.

Posters are commonly transported in **protective carrying tubes**. It will look unprofessional if your poster is wet or crumpled. Tubes can be purchased online or some printing services may sell them.

If travelling abroad, **fabric posters** may be more appropriate as they can be neatly folded and transported in your luggage.

Poster Formatting

Other important things to remember:

- Use a single theme throughout the poster.
- Do not mix fonts, colours or sizes unless you are deliberately trying to draw attention to a particular point or section.
- Ensure all boxes and/or text is aligned.
- Ensure all text is grammatically correct with good spelling.
- Be conscious of the background colour – garish posters are often difficult to read.
- Don't use too many words – delegates are less likely to read them.
- Make sure the sections flows naturally from one to the other so the poster “tells a story”.

Introduction

This section should draw the viewer in and explain some key points regarding the study:

- Background scientific information – Ensure this is all relevant to the study
- Study rationale – purpose of the study, what are you hoping to achieve?
- Study hypothesis

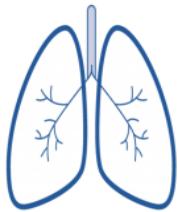


Figure 1. A photo/picture may also help to attract attention. Photos must not be used without permission or citation.
Image taken from BLF website 2016.

Method

This should be a brief overview of the study protocol not an in depth account of each step or process undertaken. Too much detail will take up much-needed space for sections that viewers will be more interested in.

Consider including sample population and variables to be measured plus justification. A photo of experimental apparatus may also be useful here.

Results

This section is usually the largest and most visual part of the poster. It must be extremely clear so the viewer is able to interpret the results in a timely manner.

Use a few simple graphs to convey results, although sometimes tables or lists work equally as well.

It is important to include P-values where appropriate so the viewer can judge the significance of the findings. Confidence levels should also be stated where appropriate.

Relationship between two variables

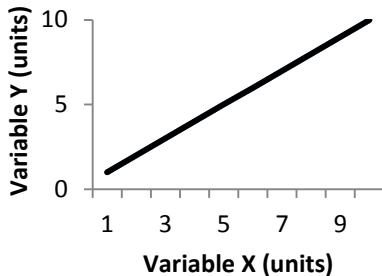


Figure 2. All figures or tables should include a heading with axis labels and units clearly visible.

Relationship between two variables

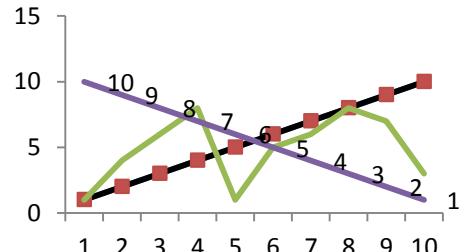


Figure 3. Complicated, messy and unlabelled graphs will mean the viewer will skip the section and make the whole poster look unprofessional.

Conclusion

This section should discuss the meaning of the results you have displayed and ensure you answer the question posed in the introduction. Do not assume the viewer will correctly interpret the results themselves and come to the same conclusion as you. If someone does draw an alternative conclusion be respectful of their opinion but do not be afraid to defend your findings. Discussions often lead to further development and ideas.

All findings must also be related to current research. Do your findings either support or disagree with other studies? If the outcome differs, maybe suggest reasons.

The final part of any good conclusion must draw attention to the next step in your particular area of research and what would be gained from it. This may be something that you are planning to take further or it might just interest someone enough for them to take your idea further!

References

These should be written in usual academic style (usually Harvard referencing).

However, be conscious of how many are used (often 2-3 maximum).

On the Day

A poster generally needs to be displayed for either the entire conference or a particular day. This will be specified in the instructions after the abstract is accepted.

In addition, it generally expected that you **stand next to your poster** between specified times (again this will be in instructions provided) in order to interact with delegates and answer any questions.

On occasion, you may be asked to provide a short, formal presentation to a group prior to open discussion.

The posters are usually attached to display boards using either drawing pins or Velcro stickers – **check with the venue** whether these will be provided.

On the Day

Other things to remember:

- Dress smartly and look welcoming – smile! People are more likely to stop and read your poster.
- Don't badger delegates to read or talk about your poster.
- If there are numerous delegates wishing to discuss your findings try not to allow anyone to monopolise all your time.
- Answer questions to the best of your ability but it is ok to say you don't know something.

On the Day

Other things to remember:

- It is likely that 1 – 2 Chairs (with an entourage) will visit your poster for 5 – 10 minutes. Be prepared.
- **Don't take criticism personally** – many delegates aim to assist more junior researchers by offering constructive criticism.
- You are not only presenting your poster but advertising yourself – who knows who may have job opportunities in the future!
- You are also **representing your Trust** and raising their profile – make sure this is a positive impact

After the Presentation

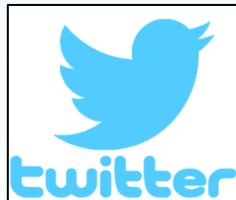
Things to consider in the following days and weeks:

- Update CPD folder and CV.
- Offer to present to interested groups more locally
- Some departments/institutes will display posters as a way of encouraging further research.
- Take delegate feedback and consider pursuing publication.
- Think about either continuing your research – remember the next step that was mentioned in your conclusion.

ARTP RESEARCH & INNOVATION COMMITTEE



research@artp.org.uk



[@ARTP_Research](https://twitter.com/ARTP_Research)

