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TIPS FOR CREATING HIGH IMPACT RESEARCH POSTER PRESENTATIONS

1

3 MAIN MESSAGES

Identify 3 things you want your audience to remember, if nothing else.

2

MINIMIZE TEXT

Don't make your poster too wordy; use graphics. Leave negative space - you don't have to fill every inch of your poster!

3

FOLLOW GUIDELINES

Remember to read the conference poster guidelines before getting started.

4

USE YOUR ENGAGING QUESTIONS

Identify 2-3 engaging questions that you can use to connect with your audience and spark a conversation.

5

PRACTICE YOUR ELEVATOR SPEECH

Prepare a 2-minute elevator speech that communicates the purpose of your research.

6

PRESENT THE BASICS

Include a brief description of your methods. Limit your results to the most relevant or interesting findings.

7

AVOID JARGON

Keep your audience engaged by avoiding jargon.

8

BE CONSISTENT

Ensure that font type, size, formatting, spacing and colors are consistent throughout.

9

DON'T WAIT

Prepare a draft early to share with coauthors for feedback. Share your draft with colleagues who aren't familiar with your work.

10

EXPLORE INNOVATIVE TOOLS

PowerPoint is traditional and easy to use. Experiment with Canva or Adobe In Design!