10 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!

Happy Presenting,
Brandy-Joe Milliron, PhD and Kate Burt, PhD, RD