Developing High Impact Research Poster Presentations

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Learning objectives

Participants will be able to:

1. Describe the purpose of using posters to present research and innovative programs
2. Name 5 do's and 5 don'ts of poster design
3. Identify 3 non-visual components of a good poster presentation

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Purpose of research poster sessions

- Highlight your research to create
  - Interest
  - Excitement
  - Connection
- Relaxed environment to present and discuss major findings
  - Meet new colleagues
- Select 3 main messages you want the poster to communicate

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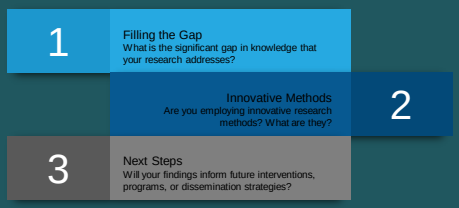
Three main messages



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Value of research posters

- Opportunity to engage with others (networking)
- Good way to disseminate your work
- Receive constructive feedback, suggestions, helpful critiques
- Exchange ideas for future research and collaboration
- Help educate those outside your field
  - Spark multidisciplinary teamwork!
- Provides an interesting backdrop to your presentation

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Consider your audience

- Consider your target audience and what their interest in your work may be
- Prepare for a multidisciplinary audience
- Ask for feedback from those unfamiliar with your work
- Practice your elevator speech and engaging questions

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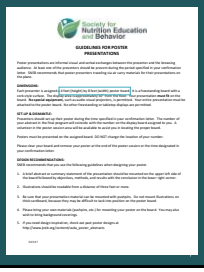
Poster size and specs

- Review the **conference poster guidelines**
  - Typical poster sizes are 4 x 6 or 4 x 8

Guidelines will typically include dimensions, set-up and dismantle instructions, and design recommendations



Society for Nutrition Education and Behavior

GUIDELINES FOR POSTER PRESENTATIONS

Poster presentations are informal visual and verbal exchanges between the presenter and the browsing audience. At least one of the presenters should be present during the period specified in your confirmation letter. SNEB recommends that poster presenters traveling via air carry materials for their presentations on their plane.

Dimensions:

Each presenter is assigned a [illegible] to a free-standing board with a cork-style surface. The [illegible] Your presentation must fit on the board. **No special equipment**, such as audio visual projectors, is permitted. Your entire presentation must be attached to the poster board. No other free-standing or tabletop displays are permitted.

SET-UP & DISMANTLE:

Please mark the **set-up** of your poster during the time specified in your confirmation letter. The number of your attendant in the final program will coincide with the number on the displayed and assigned to you. A volunteer in the poster session area will be available to assist you in locating the proper board.

Posters must be presented on the assigned board. DO NOT change the location of your number.

Please clear your board and remove your poster at the end of the poster session or the time designated in your confirmation letter.

DESIGN RECOMMENDATIONS:

SNEB recommends that you use the following guidelines when designing your poster:

1. A brief abstract or summary statement of the presentation should be mounted on the upper left side of the board's board by objectives, methods, and results with the conclusion in the lower right corner.
2. Illustrations should be readable from a distance of three feet or more.
3. Be sure that your presentation material can be mounted with positions. Do not mount illustrations on thick cardboard, because they may be difficult to hold into position on the poster board.
4. Please bring your own materials (pushpins, etc.) for mounting your poster on the board. You may also wish to bring background coverings.
5. If you need design inspiration, check out your poster designs at http://www.pubs.org/content/sub_poster_pdfmarks.

SNEB 2017

Paper and image quality is important

- Use high resolution images
- Have others proof read before printing poster
  - Check and recheck your spelling!
- Avoid glossy paper
- For those with a larger budget, consider printing on cloth
  - Spoonflower.com: A more economic option

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General layout

- Leave negative space
  - Don't fill every inch of the poster
- Organize and align your content using headers and columns
  - Use consistent spacing between sections and columns
  - Align corners along vertical and horizontal lines
  - Section headers should be distinct from body of writing
- Organize top-down, left-right
- Take inspiration from infographics!

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Text: what to include and exclude

Include	Exclude
• Clear and concise, descriptive title	• Abstract (this is our opinion)
• Author details and contact info	• Jargon
• Section headers, bullet points, and bolding	• A lot of paragraph text
• Images, charts or graphs	

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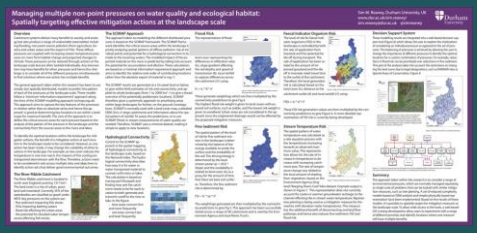
Text critique


Managing multiple non-point pressures on water quality and ecological habitat: Spatially targeting effective mitigation actions at the landscape scale

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Choosing fonts and colors

- Don't use too many fonts OR colors
  - Use contrasting colors for text and background combinations
  - 2-3 colors; 1-2 text font types
  - Sans Serif fonts are usually easier to read

Pleasing Font Combinations:

Helvetica / Garamond
Caslon / Univers
Futura / Bodoni
Garamond / Futura
Gills Sans / Caslon
Minion / Gill Sans
Myriad / Minion
Caslon / Franklin Gothic
Trade Gothic / Clarendon
Franklin Gothic / Baskerville

https://www.makesigns.com/tutorials/poster-design-layout.aspx

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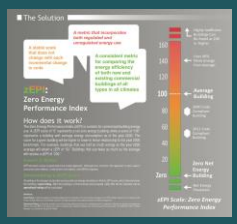
Font size and organization matters!

Guide:

- Titles – 96 pt
- Authors – 48 pt
- Headings – 36 pt
- Font – 24 pt

Example:



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Poster critique

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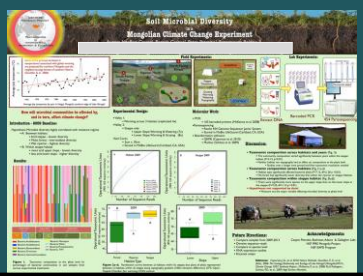
Poster critique



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Title and author information:

- Use a catchy title
  - Concise but descriptive
  - Could be a question or focused on an important result
  - Should be able to read the title from ~20 feet away
- Include author and institution information
  - Doesn't necessarily have to be at the top of the poster
  - Include contact info for (at least) the first author

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Background section:

- Abstract
  - Omit! (But this is our opinion)
- Background
  - Summarize and avoid jargon
  - Highlight significant gaps
  - Create a roadmap **using bulleted points**

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Purpose and methods sections:

- Research Questions, Purpose or Objectives
  - List only main question(s) or objective(s)
  - Should be it's own section
- Materials and Methods
  - Present the basics
  - Sections can include (as applicable):
    - Study design, participants
    - Theoretical foundation
    - Data collection methods, instruments, intervention
    - Data analyses

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Results and conclusion sections:

- Results
  - Limit to relevant or interesting findings
  - Use tables, charts, graphs, pictures
- Conclusion
  - Big picture?
  - Practice implications?
  - Recommendations for policy?

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Additional sections (as applicable):

- Future Directions
  - Include suggestions for future research
  - Connect with your audience
- Acknowledgements and Funding
  - Those who contributed to your study
  - Source(s) of funding, grant # when appropriate
- References
  - Include but can be smaller font

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Engage your audience during the session

- Have 2-3 short questions ready to help you engage and read your audience
- Prepare an elevator speech that summarizes your study
- Help your audience navigate your poster by providing a path for them to follow
  - Make key words stand out by using bold, italics, underlining or a different font type
- Create and practice an interesting story

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Quick guide: how to write an elevator speech

- **Topic: I am trying to learn about** (working on/studying)… [your topic]
- **Question: Because I want to find out…** [who, what, when, where, how whether or why]
- **Significance: In order to help my reader…** [insert your target audience] **understand how, why or whether…** [insert rationale/focus of your research]
- Example: I am trying to learn about behavior change from a school-based nutrition and activity program because I want to find out how differences in program implementation and individual variation in self-regulation affect program outcomes. This is important because it will help researchers and program developers design more effective programs.

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Network! Network! Network!

- Network and Share
  - Ask others about their research
  - Compile business cards; sign-in sheet
  - Follow-up with an email that includes any or all of the following:
    - "Thank you for stopping by my poster about XYZ"
    - "It was a pleasure to speak with you about XYZ"
    - "I would like to learn more about your research/teaching/publications/XYZ"

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…so what are examples of GOOD posters?

Good posters are…

- Visually interesting from ~20 feet away
- Draw readers in by balancing components
- Visual complements to your verbal presentation

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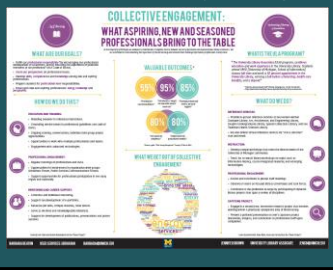
What makes this poster good?



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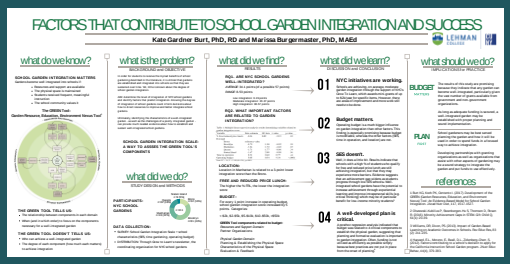

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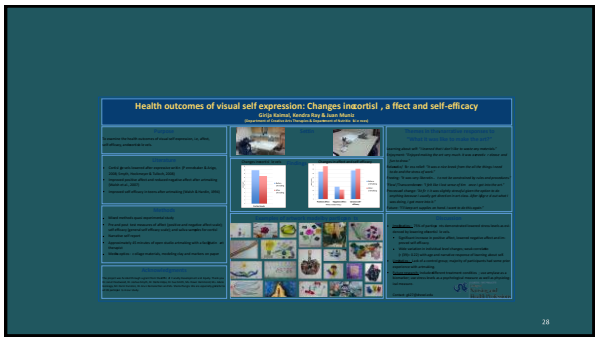
Health outcomes of visual self expression: Changes in cortisl , a ffect and self-efficacy
Girija Kaimal, Kendra Ray & Juan Muniz
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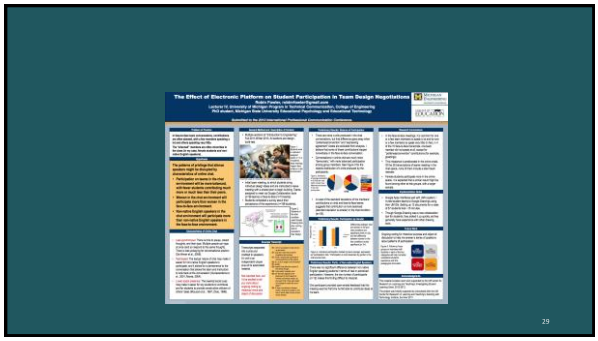
The Effect of Electronic Platform on Student Participation in Team Design Negotiations
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A SHARED PROPENSITY TOWARDS
FOOD AND ALCOHOL
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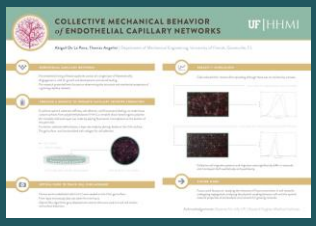

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Happy Presenting

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Available in Supplementary Material

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For more information:

1. 10 Simple Rules for a Good Poster Presentation
2. University of FL – 7 Reasons why you should present posters at a conference
3. UC Davis – How to Make an Effective Poster Presentation
4. Rice University – Cain Project: Guide to Designing a Poster
5. George Mason University – The Writing Center: Developing Poster Presentations in the Social Sciences

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