



American College of Apothecaries
Research & Education Foundation

Tips for Preparing a Poster Presentation

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Overview

- ❖ Describe the components of a poster and what each section should include.
- ❖ Detail how to design a poster presentation using PowerPoint. *Or some other format*
- ❖ Provide tips on how to enhance a poster design and readability.
- ❖ Describe what to expect at the annual conference.

Preparing

- ❖ A poster presentation allows a presenter to provide a visual summary of their research to be displayed and shared at conferences & meetings.
- ❖ Before you begin...
 - Look at other posters displayed in your school of pharmacy or at other meetings you have attended and take note of design ideas and colors that appeal to you.
 - Give yourself adequate time to prepare and print your poster
- ❖ Allow at least 1 week between the time you expect to receive your poster from the printer and your presentation date.

What should you include on the poster?

- ❖ Title
- ❖ Author(s) names, affiliations, and financial disclosures
- ❖ Abstract (optional)
- ❖ Introduction & Objectives
- ❖ Study Design, Materials, & Methods
- ❖ Results
- ❖ Discussion
- ❖ Conclusions
- ❖ Optional headings:
 - References
 - Future plans

Title, Author(s), & Affiliations

- ❖ The title should accurately reflect the contents of your project
 - Always check guidelines for approved format of titles.
- ❖ List all your affiliations, as well as, other contributing authors correct information
- ❖ Check that your title is grammatically correct & scientifically sound
- ❖ Avoid using brand or proprietary names in your title.

Introduction & Background

- ❖ A list of bulleted statements describing prior work on your topic
- ❖ Prioritize what is included in order to maximize space for your unique content.

Objectives

- ❖ Objectives should be statements of proof
 - Such as, a list of what was developed, implemented, assessed, or evaluated
- ❖ Restate the questions that you are trying to answer with your study
- ❖ Create a hypothesis that is specific and based on facts and evidence
- ❖ State objectives in an unbiased way
- ❖ Link the objectives to the methods.

Methods

- ❖ Explain your approach for answering the questions stated in your objectives
- ❖ Describe any modifications to the methods that were made during the project
- ❖ Incorporate flow charts & other graphics to convey methods in a visually appealing way
- ❖ Viewers of your poster should be able to tell if you answered your questions by looking at your methods

Results

- ❖ Give a precise and straightforward statement of your information
- ❖ Be accurate, clear, and concise
- ❖ Include the results from your statistical analysis
- ❖ Create tables and graphs to use to enhance the aesthetics and reduce eyestrain for viewers

Discussion & Conclusion

❖ Discussion/ Evaluation

- Accept or reject your hypothesis
- Summarize key findings
- Include any study limitations

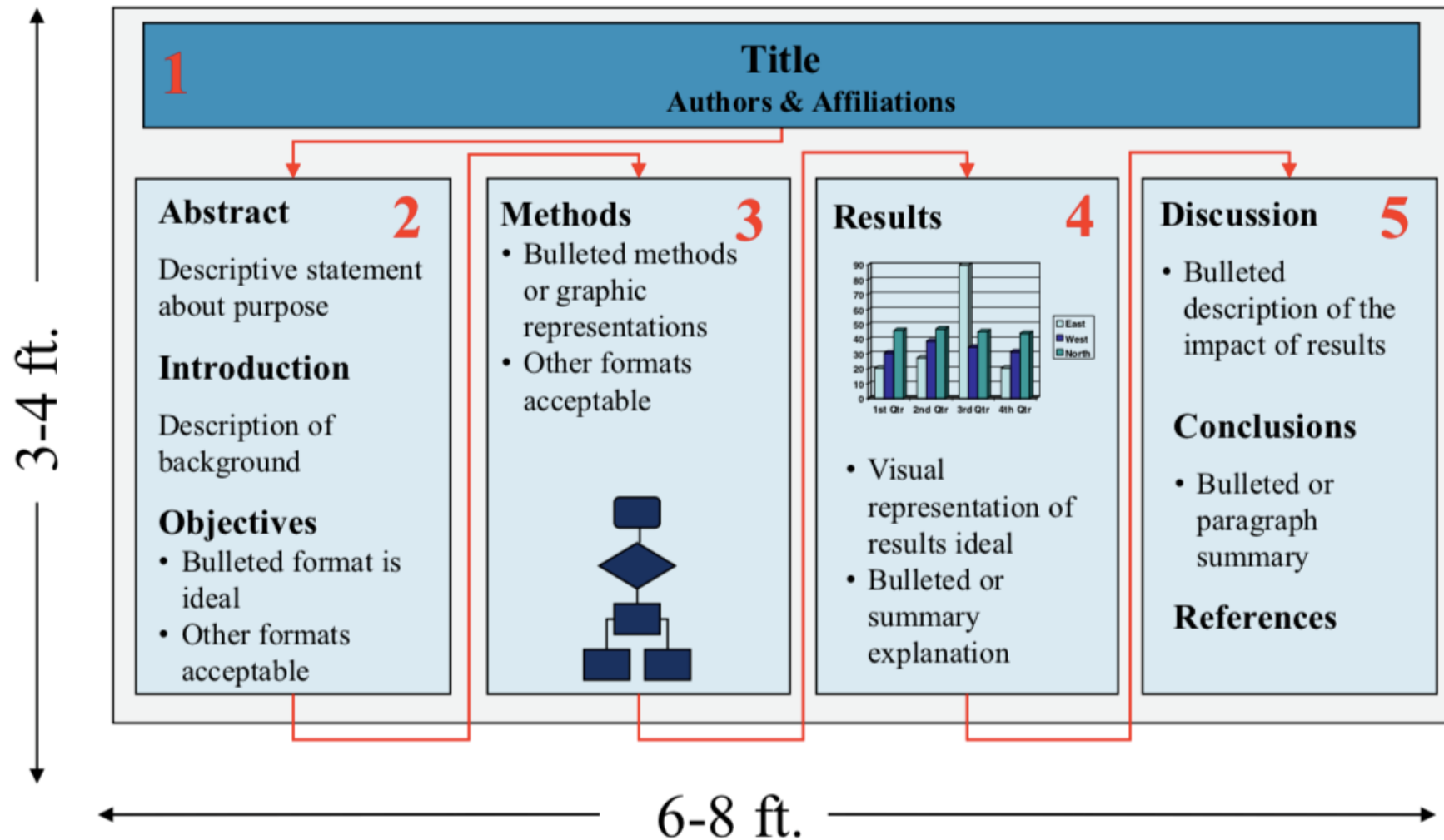
❖ Conclusion

- Provide more insight than simply restating results
- State whether the objectives were met
- Identify key ideas or impacts that can be drawn from the results

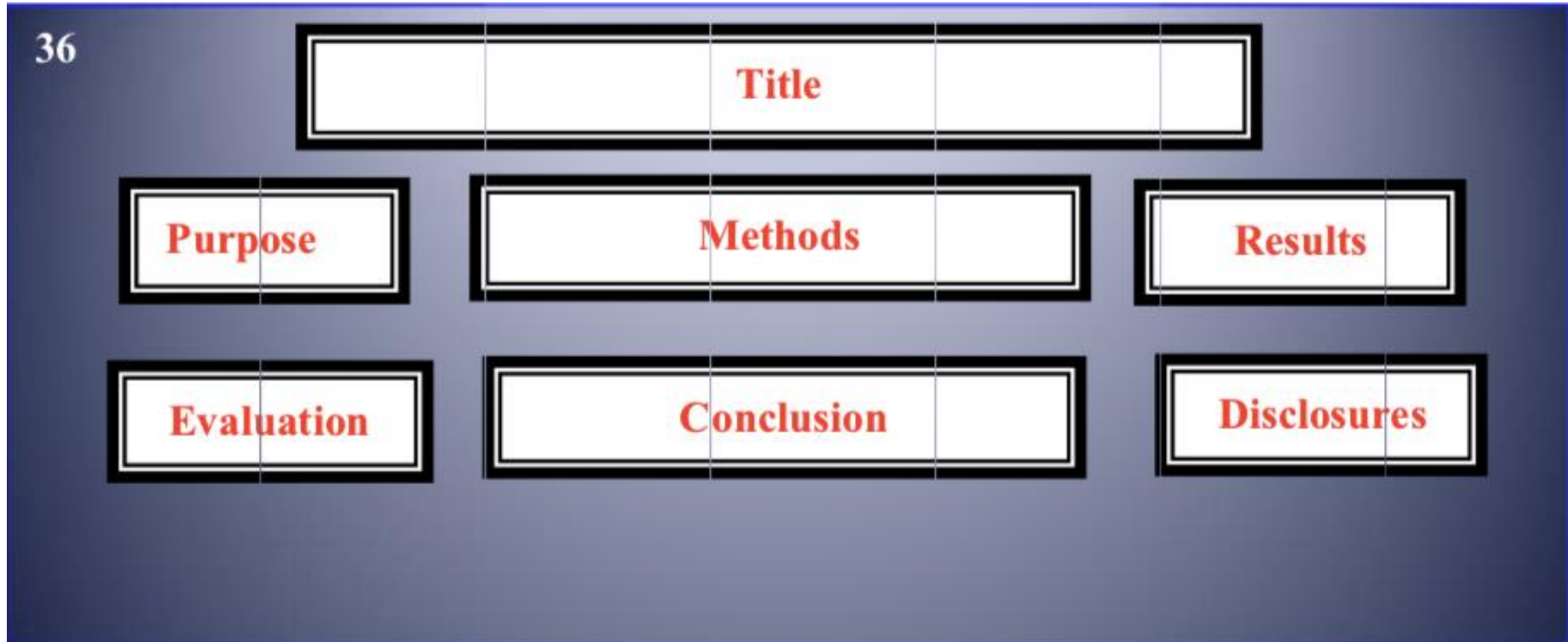
Steps for Designing a Poster

- ❖ Create an outline of the information you would like to include on your poster
- ❖ Develop a layout based on allotted space
 - Use vertical columns that read from top to bottom and from left to right
 - Determine how many columns will your poster have
 - Assess how your information will fit in your layout
- ❖ Create your poster in PowerPoint

Sample Layout: 5 Zones



Sample Layout: 7 Zones



Designing a Poster in PowerPoint

- ❖ Create a slide in PowerPoint that fits the dimensions of your poster
 - Standard Size (height x width): 45" x 90"
 - To adjust height & width: File → Design → Slide Size → Custom Slide Size
- ❖ Make adjustments **BEFORE** you begin putting information on your poster
- ❖ Assure the slide is in **LANDSCAPE** orientation
- ❖ Avoid formatting issues by creating tables, charts, & graphs in a separate document (using either Word or PowerPoint) then cut & paste them into your poster

Formatting your Poster

- ❖ **Text:** Use a minimal amount of text material. Use one line statements or bullet points to highlight key points rather than full sentences. Break up large amounts of text by using indented paragraphs or subheadings. When in doubt, edit it out.
- ❖ **Graphics:** Use simple charts, graphs, tables, clipart, drawings, symbols, & photos to illustrate key points. Avoid blurry images by choosing pictures with at least 300 dpi (pixels per inch)
- ❖ **Font Type:** Use large lettering (at least 3/8" high [24-30 pts]). Font should be simple and easy to read (i.e., Times New Roman, Calibri, Ariel, etc.). The text should be readable from roughly 3-5 feet away or it is too small. Use bold, underline, or color to emphasize key points; *italics* may be hard to read. Do not use font <12 point, consider developing a supplemental handout if all information cannot fit on the poster at a larger font.

Formatting your Poster

❖ Use color to emphasize major points, show differences, and indicate changes

❖ Tips for using colors to your benefit:

- Use a maximum of 3 colors
- Muted colors are best for background
- More intense colors as borders for emphasis
- Consider the readability of your chosen color scheme

Red on Blue is blurry to the eye

Yellow is difficult to read

Blue on Red is blurry to the eye

Easy to read

Easy to read

Easy to read

Printing your Poster

- ❖ Laminated posters & other heavy materials are difficult to keep in position on the poster board. Consider using a lighter weight material. Also, laminating materials can make it difficult to read due to reflective lighting.
- ❖ Light weight fabric can be easier to travel with since it can be folded and put in a suitcase as opposed to traveling with a poster tube.
- ❖ <https://www.posterpresentations.com> have multiple types available to print.

Finishing Touches

- ❖ Review instructions to ensure you have followed them appropriately
- ❖ Have a colleague proofread the poster for you to identify errors you may have missed
- ❖ Determine how you will transport your poster to the meeting
 - Pack poster in shipping tube or case – share tube with colleagues to lighten the load
 - If traveling by plane or train, do **NOT** check your poster

Finishing Touches

- ❖ Assemble all supplies that are required for the display
 - Push pins
 - Glue or adhesive for repairing damage
 - White labeling tape and felt pens for correcting errors
- ❖ Develop a 1-2 minute summary statement describing your project to help facilitate how you interact with viewers
- ❖ Optional: design a binder with project materials or make copies of poster to handout

Day of Poster Session

❖ Poster Set-Up

- Set up poster at assigned board. This may take 5-10 minutes
- Do not leave valuable unattended at board

❖ Poster Presentation

- Smile and be interactive with viewers, introduce yourself and call them by name
- Network with other pharmacists in the poster session
- Don't forget business cards

❖ Poster Removal

- Posters should be removed **immediately** following your session. Any materials left behind will be discarded after the close of the poster session.

And Most Importantly...

Relax & Have Fun