Tips for your Poster Presentation:

In the context of OTMA, a poster means the A0 (or other format) print out. Poster authors will be provided with easels to display their posters.

Display the name of the conference/workshop your poster belongs to, that way people will be able to find your paper in the proceedings.

Preparing

First of all: your poster should do the "talking" as it visualizes your work. With it you communicate your ideas and messages. It can encourage discussion and help you with further work. - Thus think of what you want to achieve by presenting your poster! Be prepared to stand by to provide additional details and answer questions.

1. Brainstorming:

- **What** is your **key message**? Provide context.
- **Why** is your research **important**?
- **How** do you approach the problem?
- Put results down on a sheet of paper
- (Color code, connect with lines, etc. to:) group and structure content
- **Focus and define** your message; write abstract.

2. Use the **standard format**, your poster needs to have:

- a title, people involved in the project and their affiliation
- name of the conference/workshop the poster belongs to
- an introduction explaining the problem that you try to solve
- a theory and methodology section
- a summary of the project informing of what you have done, how you have done it and the results (so far)
- illustrations of the main result
- summaries and conclusions -further work to be done.

3. **Structure** well and keep the outline obvious, **be consistent**. Your message should be easy to follow.

   Guide your audience, use arrows →, numbers 1.,2.,3. ...

4. UPPER CASE type is difficult to read and should be avoided. Do not use more than two different font types!

5. Titles and Headings should be legible from a distance of 1,5 to 2 m, thus at least 5 cm tall.

6. **Visualize** to deliver your message:

- **-use photos, images and graphs**
- **-make sure not to use too much text.**

7. Do not change the font to highlight but underline or **bold** or use *italics* to stress importance.

9. Edit as much as you can

- **reduce** text: **emphasize your main message and objective** to be understood and remembered**.**

8. **Review**

- **present** your poster **to a small test audience early enough,** so you still have time to correct errors and content if necessary.

Presenting

On the day presenting do not dress too casual, wear comfortable shoes as you will be standing **at your poster several hours**. Use your poster to **introduce your topic**. All the important information is on it!

1   Poster Hanging Kit: Easels and hanging tools will be provided. Make sure to contact the secretariat/reception desk **in time** to **find** out about **location** and necessary **tools** -prepare an emergency hanging kit just in case.

2   Hang your poster **square and neat**.

3   **Be there** during presentation time.

4   Don't stand in front but to the side of your poster when you present.

5   If you don't have an answer to a question **offer** to **contact** the person with the answer after the conference.

6   Stay **enthusiastic** after presenting several times, for your listener it's his first time.

7   A **photograph** of yourself on the poster will help people who are interested in your work to find you.

8   Have paper and pen ready for **comments** from viewers.

9   Have **information** ready **to handout**: -printout of your paper -abstract of your work -contact details.

More detailed information on poster presentation you will find on the following websites:

http://lorien.ncl.ac.uk/ming/dept/Tips/present/posters.htm

http://www.ncsu.edu/project/posters/

http://www.youtube.com/watch?v=vMSaFUrk-FA