

How to Present a Poster Effectively

Poster Layout

- Don't have too much information, especially text
It can be overwhelming to the person viewing the poster.
- Keep the title short and to the point
- Make sure title and authors names can be easily read
A good rule is to make sure that these can be read from 20 feet away; text in the body of the poster should be legible from 6 feet away.
- Break it up onto sections (abstract, methods, results, discussion, conclusion, acknowledgements)
- Layout the poster in a logical order
Don't jump around making it difficult for the reader to follow. Remember most will spend 5 minutes or less at your poster so be sure important info is easy to find.
- Use consistent font throughout
Serif fonts (e.g. Times New Roman) are easiest to read, especially for smaller text.
- Don't overuse colors
It can be distracting. Also be sure to keep the background color subtle (i.e. white or light gray) to prevent obscuring important foreground information.
- Keep graphics to a minimum and make them high resolution
- Include a short legend with the photos

At the Poster

- Give readers a little time to look it over before addressing them
- Don't stand in front of your poster- stand off to the side to allow people see it.
- Make sure you are at your poster the whole time
You don't want to find out later that the person you most wanted to speak with came by while you were getting something to drink.
- Don't allow one or two people to monopolize your time
Try to talk to everyone who stops by your poster, even if only briefly.