The overall lay-out of your poster

• Who is your audience?
• Is the title interesting?
• Use colors --- to make it interesting and to highlight key areas of the poster
• Use pictures to engage the audience and catch their attention
• Use as little writing as possible to convey your messages
• Use boxes, bolding, headings, bullet points as organizational tools
• Organize the poster from left to right in columns
• Cite funding sources

The Introduction

• The goal is to provide key background for why your study was performed
• Use brief paragraphs or bullet points
• Do not use your abstract or provide general background information
• Highlight the GOAL of your study – make this eye-catching

Present just enough methods that the results can be understood

• Just enough ‘methods’ to understand the ‘results’
• Provide the overall design of the study
• Use schematic diagrams
• Use pictures
• Use headings

Getting your message across effectively as you show results

• Use boxes to set apart different aspects of the study
• Use titles that tell a story
• Use graphs and figures where possible, not tables
• Make graphs and figures large
• Use figure legends to explain results
• Provide a take home message for each section – make this eye-catching

Emphasize your ‘Take Home Message’

• Use bullet points to summarize key findings
• Highlight what your findings mean

Prepare a 3 min and 6 min “walk-through” of your poster

• Ask viewers if they would like you to run through the poster (brief or more detailed?)
• Goal, just enough methods to understand results, key results, take-home message
• Practice “walk-through”