

bioXpress

Scientific Soft Skills

Workshop in effective poster presentation

Dr. Avril Arthur-Goettig, bioXpress

The opportunity to present your work as a poster is an excellent way to interact with other scientists at international conferences. However, most scientists are unaware how to optimally design an effective poster that sells their key scientific message.

A second aspect is presenting the poster at a meeting, an essential element of promoting your research and yourself as an international scientist. Poster presentations allow you to establish contacts, and to hold interesting discussions about your work and that of others.

Instructions to participants

Participants should bring a poster, printed on A4 paper, with enough copies for everyone; if the print is too small to read on an A4 copy, it is too small for a poster. They can also bring the full-sized poster to hang on the wall.

In the morning, we discuss how to prepare and design posters in terms of content, organization, layout, and language. We also discuss aspects of actually presenting a poster at an international meeting.

Participants are encouraged to check out the following links before the workshop:

<http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/>

<http://colinpurrington.com/tips/poster-design>

<http://colinpurrington.com/2012/example-of-bad-scientific-poster/>

<http://www.nature.com/scitable/topicpage/poster-presentations-13907939>

<https://www.flickr.com/groups/368476@N21/pool>

Poster Presentation Workshop Topics

- Deciding on content — keep to the key message
- Essential elements — Abstract? Introduction? Outlook? Summary? Future aims?
- Creating effective visual elements — clear, uncluttered and easy to understand
- Creating and positioning effective titles, sub-titles, figure titles — key information
- Deciding on structure — optimizing layout
- Language style — be concise, precise and interesting
- List and bullet point structures — parallel grammatical constructions
- Being there — tips for presenting your poster and establishing contacts
- Interacting with the interested visitor — conducting discussions
- Extra material — contact information, printouts, data stick, stick notes?

Workshop trainer

The trainer is a native English speaker with a PhD in molecular biology. She spent many years in research as a joint group leader before becoming a full-time scientific editor, writer, translator, and trainer.