

## Poster Session Guidelines

Poster sessions are a valuable opportunity for authors to present papers and meet with interested attendees for in-depth technical discussions. Good planning can make your presentation clear, effective and rewarding – bringing an incomprehensible poster presentation is a missed opportunity for authors and viewers. Designing effective posters requires careful thought and advanced preparation. Posters that are simply a PowerPoint presentation or short manuscript do not work.

The goals in designing a poster should be:

- i) To attract attention,
- ii) To provide a clear overview of your work,
- iii) To provide enough material to explain the research without an oral explanation, and
- iv) To provide enough material to initiate discussion and questions.

The next section of these instructions will provide the details of a CUPUM poster session. The remaining material is a compilation of suggestions from poster authors, viewers, and other conference organizers.

### **CUPUM Poster Session Details**

The CUPUM Poster Sessions run for three days as shown below:

Tuesday, 16 June, 2:00 p.m. – 5:20 p.m.

Wednesday, 17 June, 9:30 a.m. – 5:20 p.m.

Thursday, 18 June, 9:30 a.m. – 12:20 p.m.

The set-up time for the poster session will be 1:00 – 2:00 pm on Tuesday, 16 June. The venue is the Foyer of Rayson Huang Theatre. You may find the label with your paper title and author names on the board. At a minimum, one paper author should be present to provide details and answer questions during the following time slots :

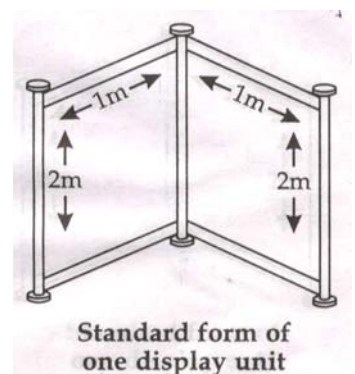
Tuesday 16 June, 3:30 p.m. – 3:50 p.m.

Wednesday 17 June, 10:30 a.m. – 10:50 a.m.

Wednesday 17 June, 3:30 p.m. – 3:50 p.m.

Most authors stay for considerably more time. Authors are responsible to remove all materials at the end of the Conference.

CUPUM provides a white display board that consists of a pair of panels (2 meters tall from the floor and 1 meter wide for each panel) as shown in the right figure. The display board will stand as shown in the figure. You are advised to produce two posters (about 1.2 meters tall and 0.8 meters wide) for the two panels. This will provide a margin of 0.1 meter at both sides of the panel and 0.8 meter from the bottom of the floor so that visitors can see your poster comfortably at eye level. Posters are attached to the display boards with thumbtacks provided by CUPUM. The boards are rented and may not be written on or defaced in any way. There are no provisions for making posters at the meeting, receiving, storing, or returning poster to authors.



Commercial advertising of products or services is not permitted.

## **Suggestions from Poster Authors, Viewers, and Other Conferences<sup>1</sup>**

### **Simplicity and Clarity are the Keys to an Effective Poster**

- Simplicity - Avoid overwhelming viewers with too much information, the casual viewer should be able to identify the main messages after a quick look at the poster. Remember the full paper is on the meeting CD-ROM and handouts may be provided.
- Clarity - Identify a limited number of messages viewers should take away – 3 is about the maximum number possible. The messages should be clear, novel, and important.

### **General Design Suggestions**

- Viewers find it easier to follow a poster printed on one large sheet with the material arranged in columns. Arrange material in a logical sequence that is clear to readers (typically starting at top left and ending at bottom right.)
- Strong visual contrast is critical – many people have trouble distinguishing between closely related colors. For example approximately 7 percent of the male population—either cannot distinguish red from green, or see red and green differently.
- Text and illustrations should be easily readable from 3 feet away.
- Color is a good tool to highlight important points, however too many colors make poster look “busy” and make it difficult for viewers to find the critical points.
- Use pictures, graphs, and tables instead of text where possible – try for 50% graphics.
- Text
  - Text should be dark on white or light paper
  - Long paragraphs will not be read – use short statements or bullet points.
  - Avoid abbreviations, acronyms, and jargon
  - Try to state your main results in 6 lines or less
  - Use sans serif fonts (ex. Arial or Helvetica) not serif fonts (ex. Times Roman)
- Illustrations
  - Charts, drawings, and illustrations should be similar to those used in PowerPoint presentations but simpler and more heavily drawn
  - Illustrations should include titles or labels, labeled axes and identified units

### **Poster Content– the specific elements will depend on the research**

- Title, poster and paper number, author names, institutional affiliation
- Introduction / Objectives
- Statistical or Analytical Methods
- Summary / Results
- Conclusions
- Future Directions
- Acknowledgements

### **Presenting Your Poster**

- Prepare a short presentation (about 5 minutes) to give periodically to those assembled around the poster
- Have handouts and/or business cards
- Sketch paper and a couple of markers can help in conversations with viewers

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<sup>1</sup> Ideas from TRB Conference