Poster Presentation Guidelines and Advice

Guidelines

**Size:** Posters must fit within an 8-feet × 4-feet display board. You MUST change the page size and compose the poster in the page size you would like the poster to be printed in. This greatly affects image quality.

**Software:** Word doesn’t have page sizes appropriate for posters. Use PowerPoint, Microsoft Publisher, or Adobe InDesign depending on your comfort level and what is available.

Criteria Example: [GSA Annual Meeting Presentation Criteria](#)

10 Tips for an Effective Poster Presentation

1) **Keep your poster organized:**
   Include: Abstract, Introduction, Methods, Results, Discussion. Posters should flow visually to aid reading.

2) **Consider poster size:**
   Figure out how much you have to say, and how much space will be needed. Avoid a cluttered poster.

3) **Have your poster finished early:**
   You need to have it printed before you reach the workshop, and you want time to proofread.

4) **Be direct and concise:**
   Your message needs to be delivered quickly. Most people spend between 3-5 min. at a poster.

5) **Think carefully about fonts:**
   Novelty and script fonts are hard to read. Choose appropriate fonts at an appropriate size.

6) **Think carefully about color:**
   Think carefully about background and font colors. Keep the color scheme simple.

7) **Keep your poster balanced:**
   Too much of any element in one place is detrimental. Balance the text with the images.

8) **Think about your body language:**
   Open body language encourages people to look at your poster and engage in discussion. Don’t stand directly in front of your poster – stand to the side and face into the room.

9) **Don’t disappear:**
   You need to stay by your poster. Be there to promote your work!

10) **Be prepared for questions:**
    Questions demonstrate interest! Take time to think about the type of questions you might ask to help prepare for discussing your work confidently.

Additional Resources on Effective Presentations:

- [Strategies for Creating a Conspicuous, Effective, and Memorable Poster Presentation](#), a GSA Today “Groundwork” article by Jay P. Zarnetske and Phoebe L. Zarnetske
- [Designing conference posters](#), by Colin Purrington
- [Visual and UX design principles can improve the effectiveness of poster sessions](#) (includes downloadable templates), by Derek Crowe
- [How to Make a Scientific Poster](#), by the NCAR/UCAR GEO REU Resource Center
- [Do’s and Don’ts of Poster Presentation](#) by Steven M. Block
- [Poster Presentation Size Options](#)
- [Making Effective Scientific Presentations](#) by Gary Lewis
- [“Butter” Poster Template](#), by Derek Crowe
- [Standard Poster Template](#), by the NCAR/UCAR GEO REU Resource Center