GUIDE TO CREATING POSTER PRESENTATIONS

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NO DISCLOSURES
GOALS

■ Review scientific research and clinically academic poster design

■ Teach residents how to create scientific research and clinically academic posters
OBJECTIVES

■ Define the purpose of scientific research and clinically academic posters
■ Discuss the rules and requirements of creating a poster
■ Provide sample components of a poster
■ Display the conception and creation of a poster
PURPOSE

■ Convey research and clinical cases to an audience using visuals and text

■ Meet and speak informally with viewers allowing for idea exchange and networking

■ Prepare for publication in peer-reviewed journals

■ Create a safe environment of inquiry
RULES AND REQUIREMENTS

• Audience, Judging Criteria, Word Limits

• Poster Size, Display Requirements

• Date and Time of Presentation
COMPONENTS OF A POSTER
SAMPLE POSTER TYPES

ORIGINAL RESEARCH

CASE REPORTS
ORIGINAL RESEARCH: SAMPLE FORMAT

- Title
- Background and Hypothesis
- Methods
- Results
- Conclusions
- Acknowledgement of Research Study Sponsors and IRB
CASE REPORT:
SAMPLE FORMAT

- Title
- Introduction
- Case Summary
- Discussion
CASE REPORT:
Case Summary

- History
- Physical Exam
- Investigative Studies
- Patient Progress
- Outcome
Case Report: Discussion

■ What clinical decisions were made?
■ What can be learned from this case?
■ Make a few key points and explain them clearly and succinctly.
ABSTRACT vs. CONCLUSIONS/DISCUSSION
(not the same/prevent redundancy)

- **Abstract**
  - Written for the potentially interested reader
  - Give an impression of what the paper will be about
  - No jargon or abbreviation use
  - Answer the Question “WHAT?”
  - Understandable for specialists and people from all fields

- **Conclusion/Discussion**
  - Conclude the research or case
  - Written for the reader who has already read the poster
  - Answer the Question “SO WHAT?”
TEMPLATES
ORIGINAL RESEARCH POSTER
CLINICAL VIGNETTE
POSTER
POSTER TIPS

• Avoid Clutter

• Left to Right

• Top to Bottom
POSTER TIPS: continued

- Emphasize important points
  - lines, frames, boxes, arrows
- Ensure font is smaller throughout
- Use no more than three font sizes
- Not overly dense
- Easy to read
- Short title to draw interest/attention getter
- Concise information
- Graphics communicate data
- Content can be absorbed in 10 minutes or less
VISUALS

- Pictures
- Charts
- Figures
- Graphs
- Pie Charts
- Photographs

YOUR VISUAL CONTENT TOOL KIT

Photos  Typography  Charts/ graphs  Color  Symbols/ icons  Videos

... AND INFOGRAPHICS, OF COURSE!
COLOR USE

- Too much color can be distracting
- Too little color can be boring and lifeless
- Use color to highlight important elements
READING DISTANCES

- Major Headings: 5-10 feet away
- Body Text: 3-5 feet away
- Graphs and Figures: 2-3 feet away
LOGISTICS

- Know where to set up and when
- Know when to stand by your poster to present
“TEN SIMPLE RULES FOR A GOOD POSTER PRESENTATION”

Rule 1: Define a Purpose
Rule 2: Sell your work in 10 seconds
Rule 3: The Title is important
Rule 4: Poster acceptance means nothing

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/
“TEN SIMPLE RULES FOR A GOOD POSTER PRESENTATION”

Rule 5: Similar rules to writing a paper
- Identify Audience
- Succinct Summary of Information

Rule 6: Distill information, don’t lose the core message

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Rule 7: Layout and Format are critical
Rule 8: Content is important, be concise
Rule 9: Posters should show your personality
Rule 10: Ensure presenter and audience interaction

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/
RESOURCES

   https://www.acponline.org/membership/residents/competitions-awards/abstracts/preparing/poster

2. How to create a research poster: poster basics. New York University. 
   http://guides.nyu.edu/posters

   https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/