



Presentation guidelines – Poster presentation (PP)

General information

For each poster presentation, a visual display must be prepared to fit into a maximum of 100 centimeters high by 90 centimeters wide stand in a specific location designated for this purpose. Posters will be on display in the poster area.

In some conferences, posters can remain on display throughout the entire conference. When this is the case, it is advised to put up your poster already at the beginning of the conference, and leave it there until the end, rather than to wait for the poster presentation session.

There is no formal oral presentation associated with poster presentations, but a poster presentation session will be provided in the conference timetable. During this session, presenters are expected to be available by their posters for discussion with conference participants.

There are many advantages of poster presentations: Visitors see and hear more presentations than in the equivalent time dedicated to paper presentations, and there is an opportunity for close conversation with presenters. However, these advantages only hold if presenters pay sufficient attention to their poster presentation.

Your presentation

Although it may seem evident for many, the major point of attention is that you (or one of your co-authors) are near the poster throughout the poster presentation session. This way, you can introduce the highlights of your research, fill in details that are not visible in the poster, answer questions and discuss with the audience.

It is always helpful if you have a few copies of your poster in a smaller format (e.g. A4) available for interested persons, making sure that your e-mail address and institution are included. For those participants who pay special attention to your poster and engage in discussion, you may get related papers ready for distribution.

The idea of a poster is a visual display of your research. Of course, textual elements will be present on your poster, but overloading a poster with textual information will make it difficult to process. Telegraphic language and bulleted outlines just like in slide presentations are much easier to process during a poster session. Make sure that the main points can be read at eye level. Remember that you will be there to present your poster, tell the story that is in it, and fill in any missing details!

It may be useful to reflect beforehand about the key message that you want to give to the poster viewers. This should not be overwhelming, but enticing poster viewers. If you think about one or two initial sentences to say to everyone who comes to view your poster, you may get their attention and give them the opportunity to see the details on your poster, before a discussion can start.

Some further tips are:

- Plan a coherent story for the poster viewer, containing
 - o the research context and some theoretical background
 - o your research method in some detail, including test items if applicable
 - o an idea of your results, preferably in a graphical format
 - o the main conclusions and implications
- Make it easy for the viewer to follow the flow of information, for instance by visual hints (arrows, borders...).
- Use a sufficiently large font (30+ point) to make sure the poster is readable from a distance. This also allows multiple viewers to process your poster simultaneously.