

How to Create a Poster That Stands Out: Tips for a smooth poster presentation

Author

Anagha Nair

Post Url

<https://www.enago.com/academy/how-to-create-standout-poster-presentation-challenges-and-tips/>



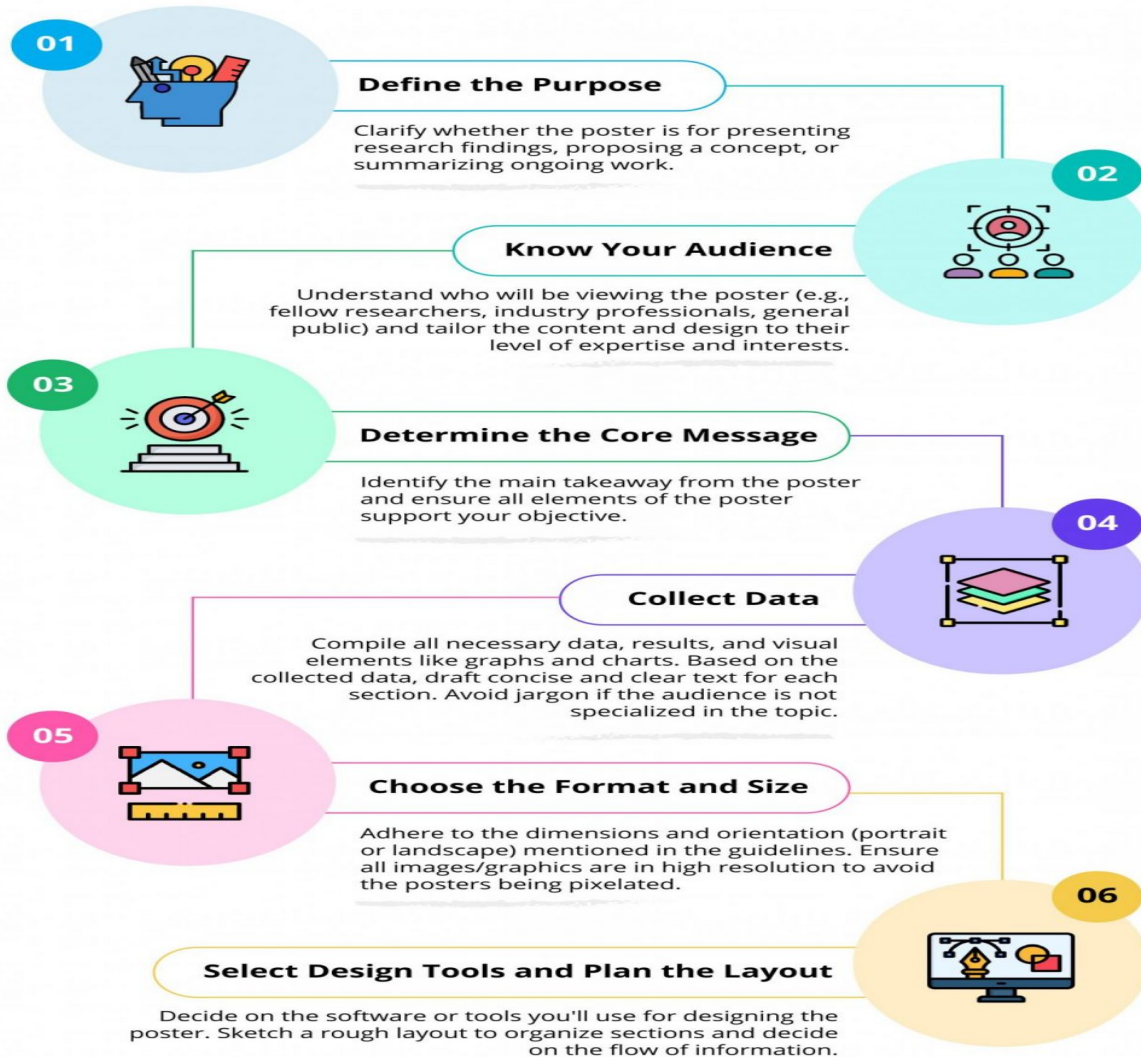
It was the conference season. Judy was excited to present her first poster! She had seen many posters before and knew they were great for sharing research. However, when she started making her [research poster](#), she realized that it was not a cakewalk!

Pre-design Considerations for Preparing Posters

Is poster creation all about organizing design and [data](#)? Not really! Before preparing a poster, you should clarify a few considerations. Here are some of them:



Pre-Design Considerations for Creating a Poster




Judy understood the pre-design considerations of poster-making. However, certain challenges awaited her.


Challenges in Creating Posters


Creating visually appealing and informative posters can be difficult. Here are some challenges faced by Judy:


Researchers often face time and resource constraints. This makes it difficult for them to devote sufficient effort in creating a good poster design. To solve this issue, Judy referred to an infographic to understand the “Do’s and Don’ts” of poster making.


Do's and Don'ts To Consider While Making a Poster





 **EASY** | Keep it simple


 | Avoid jargons and use concise text


 | Use consistent font style and size


 | Use high-quality images

 | Follow a coherent structure


 | Highlight key points and findings


 | Provide references and acknowledgments


 | Proofread and review the content thoroughly


 | Consider seeking professional design assistance


Do's





 | Ignore the target audience and presentation format


 | Overcrowd the poster with too much text or images


 | Clutter the elements


 | Include long paragraphs

 | Omit important sections or details

 | Use unprofessional or distracting fonts

 | Ignore alignment of elements

 | Forget to add contact information

 | Neglect feedback

Don'ts

The mode of presentation, whether virtual or in-person, also affects the design considerations. For virtual presentations, ensure that the poster is optimized for digital viewing, with clear and legible text and visuals. For in-person presentations, use larger font sizes and a simple layout to accommodate distance viewing. Here are some tips that Judy referred to for ensuring an impactful oral presentation:



01



KNOW YOUR POSTER

Familiarize yourself thoroughly with every aspect of your poster. Be ready to explain the details and answer questions confidently.

PREPARE A CONCISE AND ENGAGING INTRODUCTION

Start your presentation with a clear and engaging introduction to capture the audience's attention. Briefly introduce your research topic, its significance, and the key objectives you aim to address.



02

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STRUCTURE YOUR ORAL PRESENTATION

Follow a logical flow that mirrors the layout of your poster. This typically includes the introduction, methods, results, and conclusion.

HIGHLIGHT THE CORE FINDINGS AND IMPLICATIONS

Communicate the core findings and implications of your research. Focus on the most significant results, and explain how they contribute to the broader field of study or potential applications.



04

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USE VISUAL AIDS EFFECTIVELY

Incorporate the visual aids used in your poster to support your oral presentation. Ensure that your visuals are clear, concise, and complement your verbal explanation effectively.

PRACTICE DELIVERY AND TIME MANAGEMENT

Rehearse your presentation to ensure a confident delivery. Pay attention to your pacing, tone, and body language. Effective time management is crucial, so practice staying within the allotted time.



06

07



ENGAGE WITH THE AUDIENCE

Maintain eye contact with the audience and encourage interaction. Pause periodically to allow questions or comments, and be prepared to address them respectfully.

PROVIDE CLEAR RESPONSES

When responding to questions or comments, ensure that your answers are clear, concise, and well-articulated. If necessary, refer to your poster or notes to support your explanation.



08

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CONCLUDE WITH A STRONG SUMMARY

Conclude your presentation with a strong summary that reinforces the key takeaways of your research. Invite the audience to further explore your poster or engage in additional discussions.

NONVERBAL COMMUNICATION

Pay attention to your nonverbal communication, such as posture, gestures, and facial expressions. Maintain a confident and engaging demeanor throughout the presentation.



10

Judy knew that a great poster would help in creating a mark at the conference. However, she had time constraints and needed to customize the templates to comply with the conference requirements. Therefore, she decided to consult the [Enago Poster Presentation service](#).

Why Choose Enago Poster Presentation Service?

Enago's poster presentation service is ideal for early-career and experienced researchers and students who want to present their work at conferences, university departments, and so on. Furthermore, it also helps businesses present ideas and services at professional gatherings.

Enago offered Judy competitive prices with options for different turnaround times and services. Additionally, their language specialists ensured language accuracy and condensed the text to produce a clear and concise poster. This improved the quality of her poster and made it engaging. Additionally, the availability of various delivery options and reliable customer support simplified the whole process.

Advantages of Enago Poster Presentation Service

1. Effectively Communicate Research Findings:

The extensive experience of Enago's designers helped in creating visually appealing posters. This helped in effective [summarization](#) of her work and met the event-specific requirements.

2. Brevity and Accuracy:

Content specialists ensured language accuracy and conciseness in her poster.

3. Quality Assurance:

Multiple quality checks ensured that her poster met the highest quality standards.

4. Customization:

Tailored services helped in adhering to the specific needs of her research and the conference she attended.

Thanks to Enago, Judy's poster looked professional and attractive. This helped her stand out at the conference and make good connections.

CHECK IT OUT

Are you a researcher struggling to network at conferences? Check out the article below:

Unlocking the Power of Networking in Academic Conferences

Creating a good scientific poster requires careful planning, design considerations, and a deep understanding of your research. By seeking professional support, you can craft [compelling posters](#) to captivate audiences and effectively communicate your scientific findings.

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