

Tips to Present Your Scientific Poster Effectively

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This article focuses on the prerequisites and tips on developing a poster/e-poster. Traditionally, scientific posters have been presented as a combination of information and graphics in print paper format. With the onset of digital technology, options such as the QR (Quick Response) code and interactive electronic posters (e-posters) are in demand by the scientific conferences. The digitized posters have aided an increase in the dissemination of research to a larger audience with speed and ease of use.

Paper Posters vs. E-Posters

The e-posters are similar to traditional paper posters but displayed on-site on a large LCD television screen. Hence, they are available for electronic viewing at all times for

participants. A mobile device with a camera and QR code reader app can easily scan QR codes and which directs to a website where a copy of the poster can be downloaded.

Poster A3 handouts are sometimes prepared as a take-home message for the delegates. Additionally, sometimes conferences ask the presenter to give a mini-slideshow (2-3 slides) on the poster, check for the requirement, and plan accordingly.

Tips for Poster Content and Sequence

In general, arrange the poster content as follows:

- **Title:** Informative, short, and has a mention of the study design and findings
- **Background:** A short paragraph on the importance of the topic and any previous studies done on similar lines
- **Objectives:** Bulleted list of two to three research questions
- **Data and Methods:** Data source, study design, duration of the study sample size, patient population, methodology, statistical analysis-primary, and secondary variables
- **Results:** Findings presented in the form of table/figures, highlights of key findings, bulleted text relating findings to initial aim and hypotheses, in addition, study strengths and limitations
- **Conclusion:** Summary of findings, implications for research and directions for future research

Table: Tips for preparing and presenting an effective research poster

TIPS FOR PREPARING AN EFFECTIVE RESEARCH POSTER



General Prerequisites

First thing first - check for the following:

- Poster timelines, mounting/upload schedule, and logistics/build timeliness
- Poster type and conference guidelines - Print or e-poster
- Poster and board size and orientation of the poster (portrait and landscape)
- Source material
- Order of authors and affiliations (same as abstract)
- Conflict of interest disclosures and funding /sponsorship information
- Acknowledgements
- QR code requirements



Content Tips

- Adapt content as per the target audience - follow the language consistently (US or UK)
- Abstract at the top-right hand corner (optional) if specified by conference
- Informative title at the top
Simple, bulleted points that develop the interest of the viewers
- Maintain a good balance of text, table, and images. Content depends on the poster size: Ideally content <800 words with figures and tables (max 4-6)
- Replace large tables with charts
- Conclusion: Key message - focus on two or three key points
- Mention limitation of the study, if any
- References abbreviated - Max 2 or 3 (follow consistent style)
- No use of brand names



Layout Tips

- Read the guidelines and check the poster size specifications
- Font size and style should be easy to read and understand from a distance
- Orientation either landscape or portrait as per the conference specification
- Divide the material into vertical sections on the poster
- Tables and figures should ideally cover approximately 50% of the poster area
- Avoid cluttered text and white spaces
- Avoid vibrant, pale, and multiple colors. Check for brand/company color or template, if applicable
- Check the specifications of e-poster; if required by the congress
- Sponsorship and meeting details as a footnote. Poster number on top right corner



Once the poster is final, proof read it thoroughly from consistency point (font, spacing, abbreviations, etc.) If there are multiple posters for a brand check for message alignment and consistency across posters.

E-POSTERS: POINTS TO REMEMBER

- ✓ Develop the content based on conference guidelines
- ✓ Follow the specifications for the file type (slide deck, PDF or JPG) and size
- ✓ E-posters to be uploaded one week before the conference
- ✓ Colors in the e-posters should match the color of the final paper poster

Enago Life Sciences is a medical writing company with specialization in medical communications services. We provide a full poster (print / electronic format) and encore poster development services. We work closely with the authors/client to develop the poster from initiation up to final approval. Usually developing a full poster takes a typical turnaround time of 6 weeks (kickoff – print-ready file). Keeping the focus on the target audience, our team of writers and graphic designers convert your research into a simple, succinct, eye-catching poster. Together with our highly qualified, experienced team, with an excellent knowledge across therapy and industry standards, we develop posters as per the conference guidelines and good publication practice.

Click [here](#) to download an effective sample poster.

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