

Most Effective Tips When Presenting Your Scientific Poster

In our previous article, we discussed the salient features of a good poster. 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. The e-posters are similar to traditional paper posters, but displayed on-site on a large LCD television screen and 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 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. 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, the poster content is arranged under the following headings

- **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, study strengths and limitations
- **Conclusion:** Summary of findings, implications for research and directions for future research

TIPS FOR PREPARING AN EFFECTIVE RESEARCH

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. A full poster is developed within 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. Our highly qualified, experienced team, with an excellent knowledge across therapy and industry standards, develop posters as per the conference guidelines and good publication practice.