



General Poster Presentation Tips

Goal of the Poster:

- Visually guide each viewer through the basics of the study, freeing the author to clarify and discuss essential elements of their work.
- Facilitate the rapid communication of scientific ideas
- Combine a verbal presentation with a visual aid (the poster itself)
- Opportunity to educate colleagues and allied health professionals

Graphics: Posters are a unique, visual medium, and you only have a few seconds to attract someone's attention. Choose your graphics and images that:

- Catch and hold attention
- Increase understanding by communicating information visually/verbally
- Are relevant and informative
- Are clear and easy to understand

Preparing and Organizing Your Poster: Review your poster to make sure:

- Flow of information is self-explanatory
- Use two to three related background colors (methods, data, interpretation) to unify your poster
- Poster covers the information you listed in the abstract and summary
- Addresses the learner outcomes at the instructional level you indicated
- Use minimal text: short sentences, simple words, or bulleted information
- Design addresses one central question or concept
- Find ways to show what was done (diagrams, schematics, etc.)
- Illustrations should have a prominent headline containing the take-home message in a few words
- Question or concept is stated clearly in the poster
- Summary focuses on the introduction, methods, results or results-to-date, discussion, summary and publications
- Statistics support your conclusions and/or goals
- Research methods are appropriate for your proposed goals

Rehearsal and Delivery (for those accepted for presenting):

- Rehearse – Presentation time should be **no longer** than 15 minutes
- Plan to use your discussion time to expand on issues surrounding that central question
- Summarize your key points in a short (one to two minute) take-home message
- Utilize any comments or questions from the review committee to enhance your poster or presentation
- Clearly and accurately present the purpose and result of your study
- Poster presentations that are accepted, **videotaped presentations must be in either MP4 or .mov format**

Poster Specifications:

Poster Schedule: Poster sessions will be displayed digitally up to January 01st following the conference event for educational purposes.

Poster Dimensions: The poster should be approximately **48" x 36"** or **36" x 48"**. *Do not make it bigger or smaller than these dimensions.*

Finally: Please take the time to carefully review all the guidelines, requirements, and presentation tips. All poster authors must read, understand, and agree to adhere to the principles, guidelines, and procedures outlined in the materials already provided. You will be contacted with any outstanding paperwork we should have already received:

- Convention Poster Application Packet

Please direct any questions to Hetal Sutaria, Convention Poster Chair at iaom.posterboard@gmail.com