



Poster Session Presentation

Presentation of a paper in a poster session provides a greater opportunity for effective one-to-one communication, as well as increased visual display of your material.

How to Prepare a Poster for Effective Communication

Initial Sketch: Plan your poster early. Focus your attention on a few key points. Try various styles of data presentation to achieve clarity and simplicity. Does the use of color help? What needs to be expressed in words? Suggest headlines and text topics.

Poster Dimensions: Poster board surface area is 48" high and 96" wide. Poster size is typically 36" high and approximately 48-60" wide.

Rough Layout: Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster (see Figure 8). This can be done on a blackboard and its best if your rough layout is full-size. Print titles and headlines. Indicate text with horizontal lines. Draw rough graphs and tables. This will give you a good idea of proportion and balance.

Final Layout: The artwork is complete, and the text and tables are typed but not necessarily to full size. Be Critical: check to see if the message is clear; that the important points stand out; that there is balance between words and illustrations; that there is spatial balance; and that it is easy to follow the sequence through the poster.

Balance: The figures and tables should cover slightly more than 50% of the poster area. If you have only a few illustrations, make them large. Do not omit the text but keep it brief. The poster should be understandable without oral explanation.

Topography: Avoid abbreviations, jargon, and acronyms. Use a consistent type throughout. Use large type. Enlargement (150%) of an 8.5"x11" sheet makes text readable on the poster from three (3) feet away.

Sequence: The movement (pathway) of the reader's eye over the poster should be natural ---down the columns or along the rows. Size attracts attention. Arrows, pointing hands, numbers and letters can help clarify the sequence.

Simplicity: Resist the temptation to overload the poster. More material means less communication.

Poster Session Structure allows viewing of each poster paper for an extended period, while the author is present to give an oral presentation and answer questions for a scheduled period.

Set-up Time is allowed for mounting each presentation on a 4' x 8' bulletin board which is provided before the start of the session. *Bring your own push pins.* All illustrations should be prepared in advance.

Proper Illustration is critical to an effective presentation. The use of large lettering (legible at a distance of 3 feet or more) and minimal textual material is recommended. Use of colored ink in printing and colored paper in framing textual material can be attractive, although artistic flair should not be excessive. Illustrations should not be mounted on heavy stock as this makes it difficult to mount them on poster boards.

Presentation of Information should follow a logical sequence, i.e., introduction, development, conclusion, and include a formal title. The message should be clear and understandable without oral explanation.

Poster Printing and Transport of the poster to the conference location is your responsibility as the poster presenter. ABSA International is not responsible for the printing or shipping of posters to the conference location.

Collection of Materials at the end of the last poster session is the author's responsibility and should be done in a timely manner. ABSA is not responsible for any materials.

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