

## Presenting a poster

### 12 a In pairs, answer the following questions.

- 1 Have you ever attended a conference poster presentation session? If so, did you speak with any presenters?
- 2 Have you ever prepared and presented a poster at a conference? If so, did anyone ask you questions about your research?
- 3 What do you think the key features of a good poster are? Make a list.



### b Complete the advice below about preparing a poster using the words in the box.

abstract colours columns contact font heading number sentences  
simple text title white space

#### General points

- Give your poster a (1) \_\_\_\_\_ which summarises the main idea.
- Keep your poster focused and (2) \_\_\_\_\_ so someone can understand the key points without any extra explanation.
- Remember that a poster is a summary of your work – so it's not usually necessary to include an (3) \_\_\_\_\_.
- Don't forget to include your name and (4) \_\_\_\_\_ information.

#### The look of your poster

- Arrange information in (5) \_\_\_\_\_.
- Use charts and diagrams as much as possible, only using (6) \_\_\_\_\_ to support your visuals.
- Give each section of your poster a clear (7) \_\_\_\_\_ in large type.
- (8) \_\_\_\_\_ each section to guide readers through your poster.
- Leave plenty of (9) \_\_\_\_\_ around each section to make them stand out more easily.

#### The text in your poster

- Use phrases rather than full (10) \_\_\_\_\_.
- Try to keep phrases short.
- Choose a (11) \_\_\_\_\_ size which makes the text easy to read from a distance of 1–2 metres.
- Use different (12) \_\_\_\_\_ for different kinds of information in the poster – but remember to use them consistently.

### c You are going to see two examples of conference posters and decide how well they have been designed. Do not try to read the text on the posters, but look at each one for just five seconds and think about how it looks. Then in pairs, answer questions 1–3 on your first impressions. For poster A, turn to page 89. For poster B, turn to page 90.

- 1 Were the posters well organised?
- 2 Was there space around the sections?
- 3 Could you see the title and section headings easily?

Which poster do you think was more successful? Why?