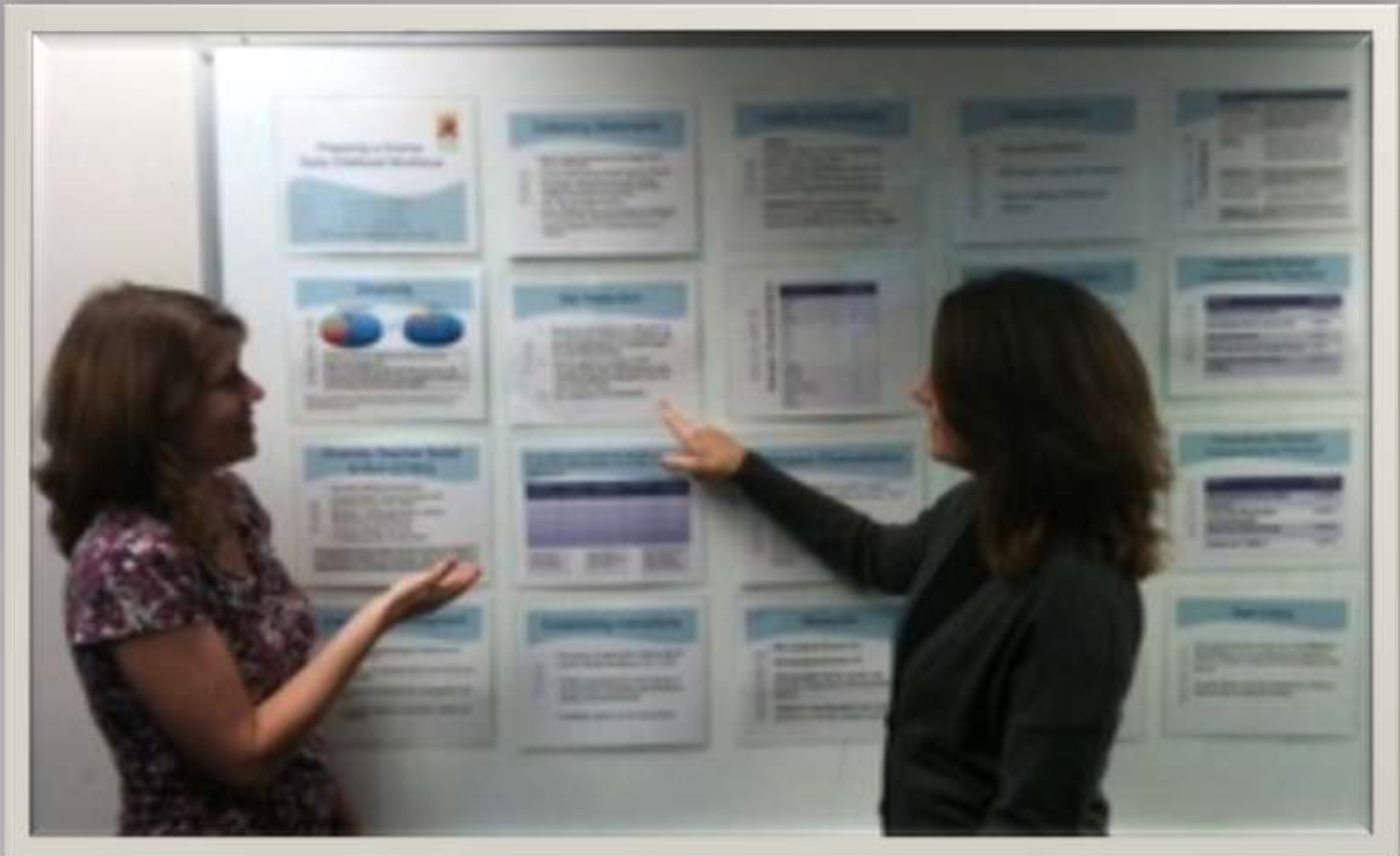# **Poster Presentation Tips**

School Readiness Institute:
The Science and Practice
of Early Learning
January 29, 2013

We are looking forward to your presentation!

o Presenter Information & Poster Specifications

o Content

o Aspects of Effective Poster Presentations

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A poster session show cases research, programs, and/or best practices.

The Poster Session allows institute participants to study the presenter's information and to discuss it with him or her one-on-one or in a small group.

It combines text and graphics to make a visually pleasing presentation.

As viewers walk by, the poster should quickly and efficiently communicate the topic

What is a poster presentation?

Set Up Time: Presenters will set up their poster presentation on the 4' x 6' white board between 7:45-8:30 am

Presentation Time: Presenters will present in the afternoon from 1:30-2:30.

Handouts: Presenters should prepare a one-page handout for interested participants.

Engagement: Presenter(s) are required to remain at the display board to answer questions and discuss informally the contents of the display throughout the designated poster session.

Please Note: No electrical support or Internet connections are available in the poster session area.

Presenter Information
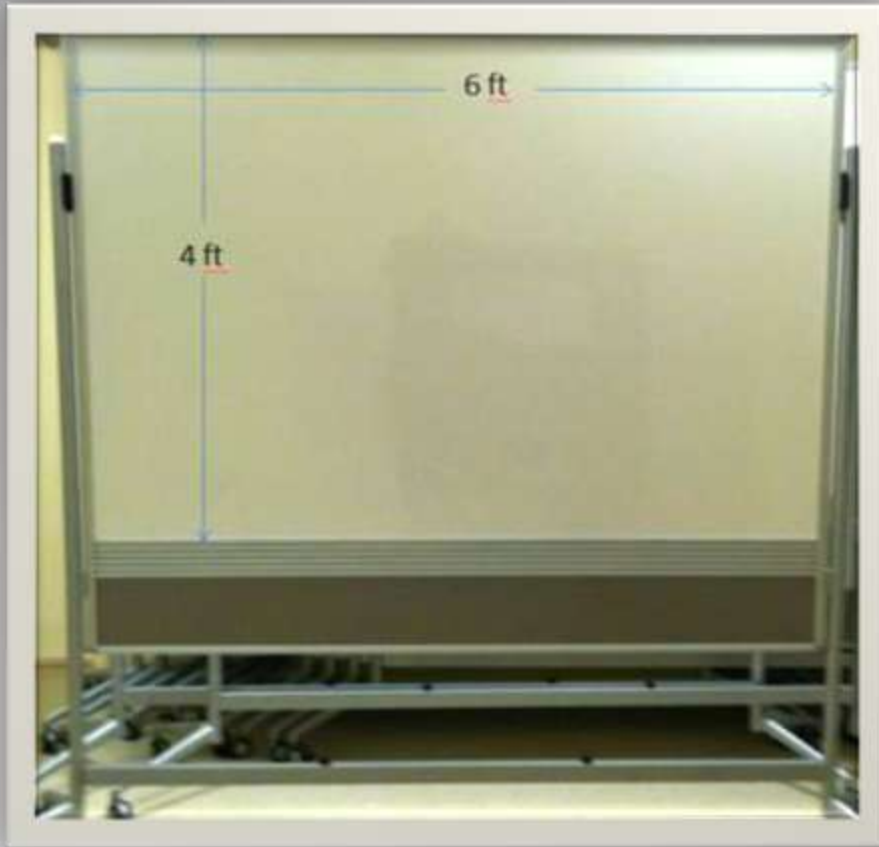
Your "canvas" is a white board: 6 feet (length) x 4 feet (height)

You will set up your presentation on a white board that looks like this.

Posters

You will be provided with *Removable Adhesive Putty* to attach your papers to the board.

The Institute Committee will provide each poster presenter with a *pre-made title for the top of the poster whiteboard.* These will be affixed to the white board before you arrive.

Each poster will have a *clipboard* in case conference participants want to sign up for more information.

On the following slides you will see directions on how to prepare your presentation. Please do not bring your information on a "tri-fold" or on heavy foam core board.

You have a large space to share your information. *Power Point* is one effective way to create and format the information to affix to your whiteboard.

Posters

Presenters are encouraged to *share practical information* about successful approaches so that others may replicate their practice if interested. The poster display should include the following elements in text , graphics and /or pictures:

· Why did you initiate this practice or approach?

· What did you hope to accomplish?

· How did you go about it?

· What did you learn?

· Next Steps

Poster Content Requirements

Aspects of Effective Posters:

oReadable

oLegible

oWell-organized

oSuccinct

Effective Presentations: Readable

o Consider that you have *limited time* to convey your message to your audience
- o May have 3-5 minutes per person
- o What are your most important points?

o Choose one *memorable message*

o Avoid grammar and punctuation mistakes

o Do the topics resonate with the audience?
- o Why should they know this?
- o The "grandmother" rule: Would she understand it?

Effective Presentations: Legible

o Studies show you only have 11 seconds to grab and retain the audience's attention

o Aim for "*visually clean and pleasing*"

o Can they read it from about 6 feet away?

o A poster is not a "cut-up essay"➜ highlight key ideas
  o What are your most important points?
  o Use *LARGE font (30+ point)*
  o Avoid big chunks or small type narrative

Effective Presentations: Legible

o Fonts
- o Avoid using ALL CAPS
- o Avoid mixing a large number of fonts
- o Serif fonts are easier to read
- o Use large font size (i.e. 30 pt or higher/minimum of 18)

o Color
- o Use high contrast colors, but limit the numbers to create an overall theme for the poster
- o Use a light-colored background with black or dark-colored text printed.

Effective Presentations: Well-Organized

Spatial organization makes the difference between reaching 95% rather than 5% of the audience.

o Audience shouldn't have to hunt for the main idea/ takeaways

o Space in-between sections—visually neat

o A good flow of logic

o Use clear headings.
   o Incorporate impactful, short titles
   o Avoid jargon
   o Use borders or mount sections of text

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Effective Presentations: Succinct

POSTER:
o Use Keywords and Section Headings that make an impact

o Include pictures and graphs instead of paragraphs

PRESENATION:
o Don't overwhelm them, entice them!
    o Think of 1-2 sentences to say to everyone
    o What are your most important points?
    o Your memorable message?
o Some folks will want to know more ☺

Keep In Mind…..

o Show, don't tell
   o Less (text) is more
   o Bullet points
   o Large font (30 point +)

o A picture is worth a thousand words: Photos and figures speak volumes and break up sections

o Use color for emphasis
   o Printing
   o Borders/mounting

Required Sections

Please follow the requirements of the call for proposals and address these sections:

o Why did you initiate this practice or approach?
o What did you hope to accomplish?
o How did you go about it?
o What did you learn?
o Next Steps

Use *clear headings* and *impactful, short titles*

Finalizing your Presentation

o Proofread ☺

o Get feedback from colleagues before printing
    o Clear and easy to understand?
    o Clean and well designed?
    o Memorable message?

o Know what you most want to tell people:
    o 1-2 sentence version
    o 3 minute version

➜ Make 50 copies of your one-page handout
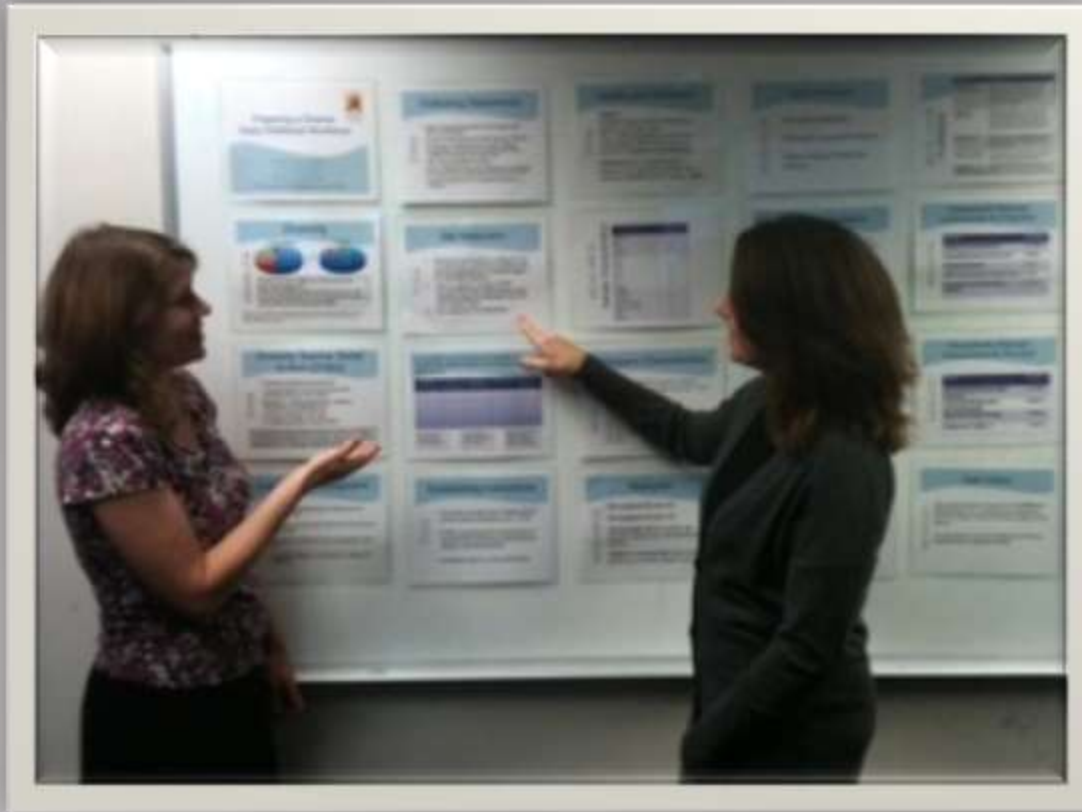
Sample Poster Presentations

+

- Clear sections

- Colorful borders

- Clean and easy to read

- Not too overwhelming

- Interesting graphics

- "Grabbing" Keywords

- Text is not "cut and paste" from a report

Sample Poster Presentations

+
- Simple concepts; make one want to stop and listen

- Graphics/Arrows show progression

- Good use of borders and mounting

−

- While titles are bold, other text is rather small and needs to be increased to improve readability. Too much small narrative.
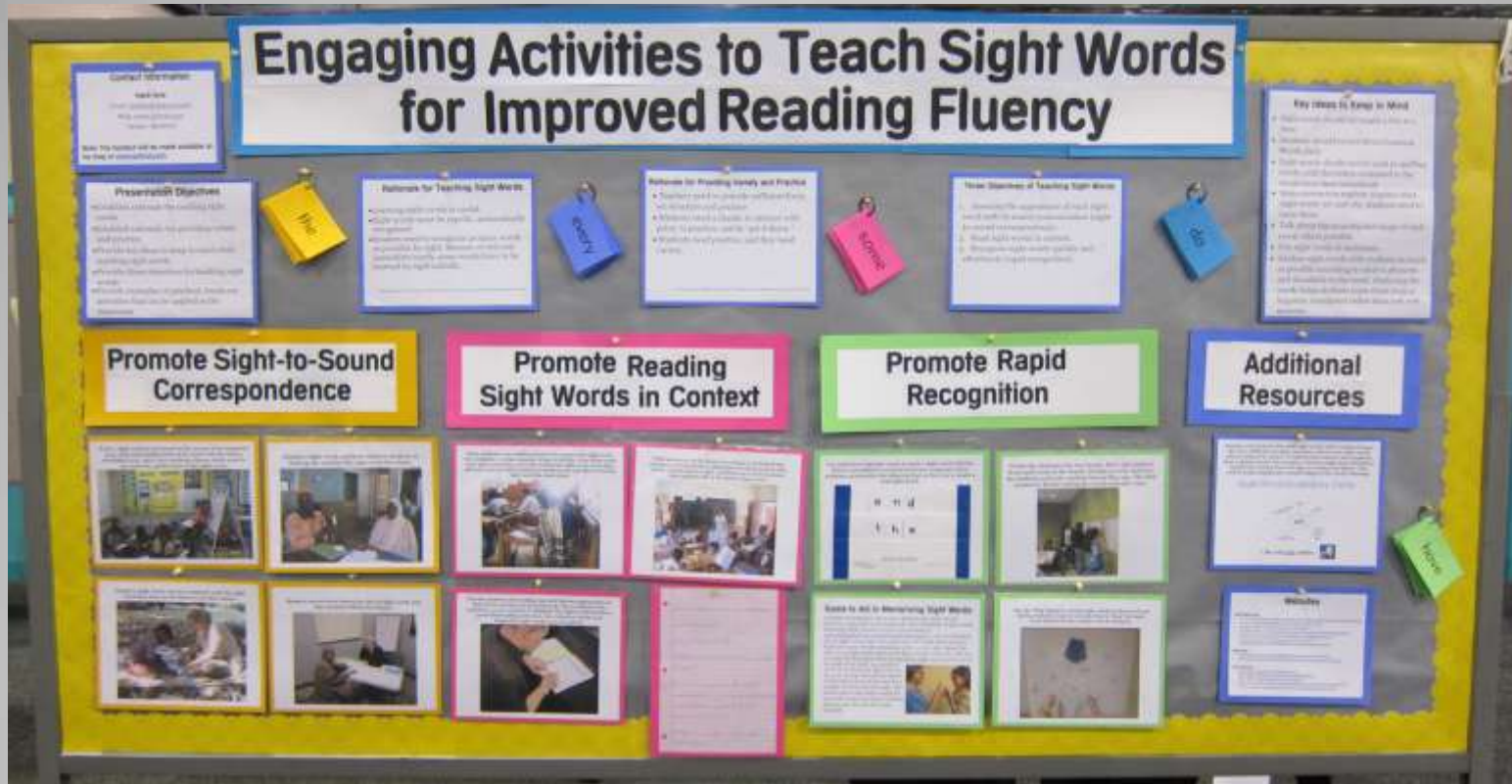
Sample Poster Presentations

+
- Clear sections with color-blocked headings

- Interesting graphics

- Not too overwhelming

- Text is not "cut and paste" from a report

- Uses Power Point slides to create a clean and easy to read presentation

Note that the Printed Title will be provided by the School Readiness Conference Committee

Sample Poster Presentations

- Good use of headings and photos
- Contrasting colors and mounted text/photos

Questions?

Thank you in advance for sharing your knowledge with Early Head Start/Head Start colleagues.

If you have any questions as you prepare, please contact one of the following:

Karin Spencer: khspencer@fcps.edu

Katy Spalding: kbspalding@fcps.edu

Jill Sobon: jvsobon@fcps.edu

Kimberly Lewis: klewis@fcps.edu