

## Tips for Presenting Your Poster

1. Invite people to view your poster. Smile and greet those who walk nearby.
2. Make eye contact and be enthusiastic when people engage you about your poster.
3. Have an “Elevator pitch” ready. Give a short synopsis or pose a compelling question that is likely to catch anyone’s attention. The synopsis should include your topic, what you found, and why it is important.
4. Incorporate a personal story that linked you to the information on your poster. Create a story that has a beginning (necessary background information), middle (how did you reach any conclusions) and end (what does your poster mean and what are any next steps).
5. Ask people if your poster and/or presentation is clear or if they want more details or have questions about it.
6. Avoid reading from your poster. People should be able to understand the essence of your poster without you present.

Adapted from Scientifica, *Tips for presenting your scientific poster at a conference*

(<https://www.scientifica.uk.com/neuowire/tips-for-presenting-your-scientific-poster-at-a-conference>) and *How to make your scientific posters stand out* (<https://www.scientifica.uk.com/neuowire/how-to-make-your-scientific-posters-stand-out>)

### Additional tips for poster design:

- *Designing conference posters:* <https://colinpurrington.com/tips/poster-design/>
- *Creating Poster Presentations Using PowerPoint:* <https://grad.uc.edu/content/dam/refresh/grad-62/docs/prof-devel/expo/Creating-Poster-Presentations-Using-PowerPoint-2010.pdf>