



WfOH
Women for One Health
NETWORK

CREATING AND PRESENTING A SCIENTIFIC POSTER

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CREATING A POSTER UNDERSTAND THE REQUIREMENTS



- **Size and Dimensions:**

- Verify the exact size (typically A0 or A1) and orientation (portrait or landscape)

- **Content Guidelines:**

- Adhere to any specific guidelines provided regarding sections, fonts, and logos

- **Submission Deadline:**

- Be aware of the deadline for submitting a digital copy, if required

- **Size and Dimensions:**

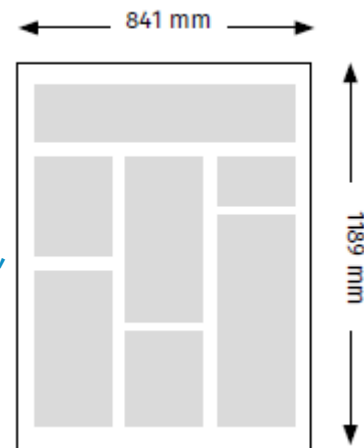
- A0 (1189x841mm) portrait

- **Content Guidelines:**

- Structure: title, authors and affiliations, introduction/background, methods, results, conclusion
- Institution, phone number and email address on upper right hand corner

- **Submission Deadline:**

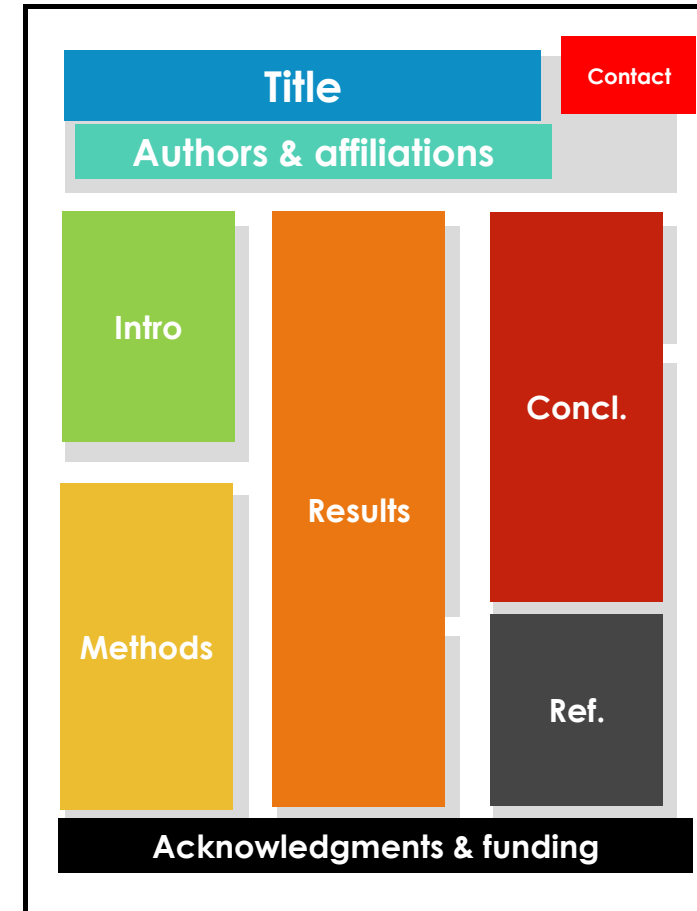
- 12. September upload of digital copy (pdf, max 10 MB)



CREATING A POSTER

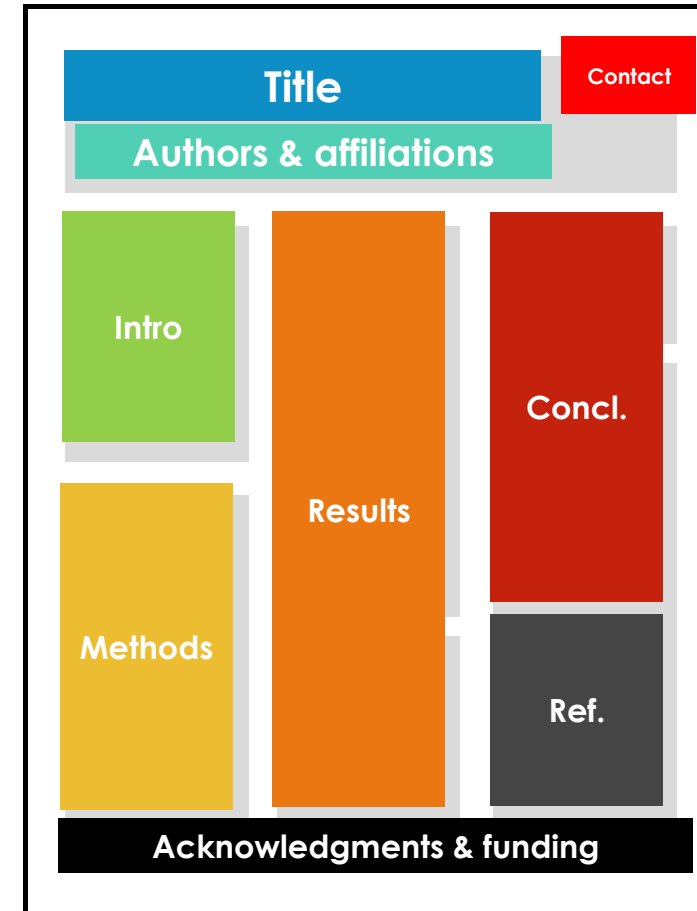
DEFINE THE STRUCTURE

- **Title:** Make it clear and concise, capturing the essence of your research
- **Authors and Affiliations:** List all contributors and their institutions, with the presenting author highlighted (underlined)
- **Introduction:** Provide necessary background and state your research question or hypothesis
- **Objectives (optional):** Outline the aims of the research
- **Methods:** Summarize the methodology, including key techniques and statistical analysis
- **Results:** Present key findings using graphs, tables, and images
- **Discussion/Conclusion:** Interpret results, discuss implications, and suggest future research
- **References:** Include essential references, formatted according to guidelines
- **Acknowledgments and Funding:** Recognize contributors and funding sources



CREATING A POSTER DESIGN THE LAYOUT

- **Flow and Navigation:** Arrange sections logically, ensuring easy navigation from introduction to conclusion
- **Column Layout:** Typically, posters are organized into 2-3 columns
- **White Space:** Use white space effectively to prevent clutter
- **Visual Balance:** Distribute text, images, and figures evenly



CREATING A POSTER

CHOOSING VISUALS WISELY

- **Figures and Graphs:** Use high-quality images and clear labels
- **Color Scheme:** Use a consistent and professional color scheme with sufficient contrast
- **Font Choice:** Choose clear fonts (e.g., Arial, Calibri) in appropriate sizes
 - **Title:** 85-150 pt (should be visible from a distance)
 - **Subheadings:** 50-60 pt
 - **Body Text:** 24-32 pt (depending on the font and the amount of text)
 - **Captions:** 18-24 pt (smaller but still readable)
 - **References:** 18-20 pt (smaller but legible)
- **Icons and Infographics:** Simplify complex information with icons or infographics where appropriate



CREATING A POSTER WRITING CONCISELY

- **Brevity:** Use bullet points
- **Clarity:** Avoid jargon, keep it simple
- **Editing:** Proofread for typos and clarity

The results we obtained were varied and showed some interesting patterns, which are illustrated in the graphs provided.

Exposure to increased pollution levels resulted in a 30% decrease in metabolic rate, while temperature fluctuations led to a 15% increase in stress-related biomarkers. Salinity changes had no significant impact.

A Comprehensive Analysis of Various Physiological Responses of Marine Organisms to Different Environmental Stressors Including but Not Limited to Temperature Fluctuations, Salinity Changes, and Pollution Levels in Coastal Regions Across the Globe Over the Past Decade



Impact of Environmental Stressors on Marine Organisms: Temperature, Salinity, and Pollution



In conclusion, the study's findings are significant and contribute to the existing body of knowledge on marine organisms' responses to environmental stressors.

This study highlights the vulnerability of marine organisms to pollution and temperature changes, suggesting the need for stricter environmental regulations to protect marine ecosystems

CREATING A POSTER FINAL CHECKS

- **Alignment and Spacing:** Ensure all elements are properly aligned and spaced for a clean, professional look
- **Consistency:** Maintain uniform formatting throughout the poster (e.g., headings, font sizes, and color use)
- **Print Quality:** Ensure high-resolution output (300 dpi or higher) for clarity and legibility
- **Seek Feedback:** Before finalizing, ask colleagues, friends, or family to review your poster



PRINTING AND TRANSPORTING YOUR POSTER

- **Paper Posters:** Transport in a sturdy paper roll
- **Fabric Posters:** Fold and transport in a suitcase (NOT allowed at WOHC)
- **Digital Posters:** Becoming more common (NOT allowed at WOHC)

- Posters can be set-up on Thursday 19 September between 17.00 and 20.00 and
- Friday 20 September between 8.00 and 14.00
- Posters must be dismantled on Monday 23 September 2024 between 14.00 and 16.00
- All posters left after 16.00 will be disposed of
- Poster tubes must not be left behind in the exhibition hall

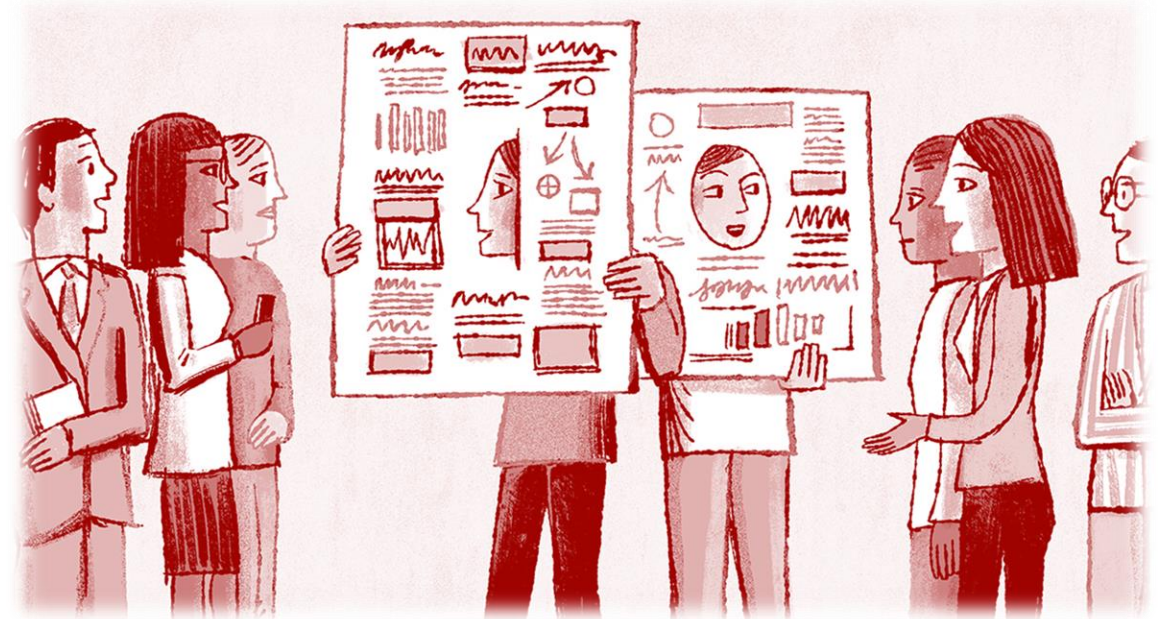
https://cape-town.minutemanpress.co.za/quotes_main/



PRESENTING A POSTER

PREPARING TO PRESENT

- **Know Your Poster:** Be familiar with all content
- **Anticipate Questions:** Prepare responses
- **Prepare a Summary:** 1-2 minute overview
- **Seek Feedback:** Colleagues' review, especially those unfamiliar with the project



PRESENTING A POSTER DRESSING FOR SUCCESS

- **Comfortable Outfit:**
 - Wear a confident, comfortable outfit, considering chilly A/C
 - Choose supportive shoes for extended standing
- **Hydration:**
 - Bring water to stay refreshed and maintain energy



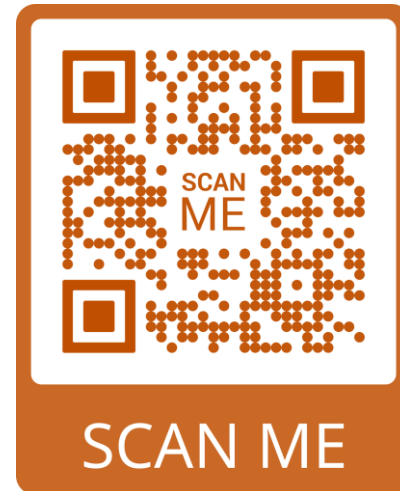
PRESENTING A POSTER ENGAGING WITH THE AUDIENCE

- **Approachability:** Maintain an open posture and make eye contact to appear approachable
- **Start the Conversation:** Be proactive in inviting questions or offering a brief overview to initiate dialogue with your audience
- **Tailor Your Presentation:** Adjust your explanations based on the audience's background
- **Visual Aid:** Use your poster as a visual guide, pointing to relevant sections, figures, or data as you explain them to help the audience follow along
- **Focus:** Emphasize the most critical points of your research
- **Encourage Interaction:** Actively invite questions and be open to feedback



PRESENTING A POSTER PROFESSIONALISM AND COURTESY

- **Listen Actively:** Pay close attention to questions and comments, showing respect for different viewpoints and providing thoughtful responses
- **Manage Time:** Balance your time efficiently, especially if many visitors are present, ensuring each interaction is meaningful yet concise
- **Facilitate Connections:** Have business cards ready or include a QR code on your poster for easy follow-up
- **Follow-Up:** After the event, send thank-you emails to those who showed interest, maintaining professional relationships





- **Design with Clarity:** Ensure your poster is visually appealing and easy to navigate, helping viewers quickly grasp your research
- **Engage Effectively:** Tailor your explanations to the audience's level of expertise and encourage interaction to make your presentation more engaging
- **Be Prepared:** Wear comfortable attire, stay hydrated, and have methods ready for follow-up, such as business cards or digital contact options

RESOURCES

YouTube

- [Poster presentations: how to make a good poster #academia #phdlife](#)
- [How to create a better research poster in less time \(#betterposter Generation 2\)](#)
- [How to make an academic poster in powerpoint](#)
- [What makes a great research poster? \[good and bad examples\]](#)

- [Poster examples](#)
- [Blogpost: how to make a scientific poster](#)

- Poster guide on WfOH website
- hauerswald@pasteur-kh.org



WfOH



SCAN ME

See you in
Cape Town!

Wow, that's
a lot of words.

Can you believe I was able to
fit my entire masters' thesis
on a single research poster?

