# Guide to Creating and Presenting a Scientific Poster for a Congress

#### Contents

Tips for a Successful Presentation	1
Creating the Poster	2
Understand the Requirements	2
Generating Your Poster	2
Define the Structure	
Design the Layout	2
Choose Visuals Wisely	3
Write Concisely	3
Final Checks	3
Printing and Transporting Your Poster	
Inspirations	
Presenting the Poster	6
Prepare in Advance	
Dress for Success	6
Engage with the Audience	6
Explain Clearly and Concisely	
Be Professional and Courteous	

## Tips for a Successful Presentation

- **Design with Clarity and Simplicity:** Your poster should be visually appealing and easy to navigate. Use concise text, clear visuals, and ensure all elements are well-aligned and formatted to the congress's specifications.
- **Engage and Communicate Effectively:** Be well-prepared to discuss your poster confidently. Engage with your audience by tailoring your explanation to their level of expertise and inviting interaction.
- Be Prepared and Professional: Wear a comfortable outfit, bring hydration, and have business cards or a
  QR code on your poster for easy follow-up. These small details enhance your presentation and leave a
  positive, lasting impression.

## Creating the Poster

#### Understand the Requirements

- **Size and Dimensions**: Ensure you know the exact size (usually A0 or A1) and orientation (portrait or landscape) required by the congress.
- Content Guidelines: Follow any specific guidelines provided regarding sections, fonts, and logos.
- **Submission Deadline**: Be aware of submission deadlines if you need to submit a digital copy before the event.

#### Generating Your Poster

- **Presentation Programs**: Use programs like Microsoft PowerPoint, which allows for easy layout and text formatting. Ensure that the slide size and format are adjusted according to the congress's requirements.
- **Graphics Programs**: For more advanced design, use graphics programs like Adobe Acrobat or BioRender. These tools provide greater flexibility for creating high-quality visuals. Again, adjust the page size and format to meet the specific requirements of the congress.
- **Exporting**: Always export your final poster in a high-resolution format (e.g., PDF) to ensure clarity when printed or displayed digitally.

#### Define the Structure

- **Title**: Clear and concise. It should capture the essence of your research.
- Authors and Affiliations: List all contributors and their respective institutions. Ensure the presenting author
  is indicated.
- **Introduction**: Provide background information and state the research question or hypothesis.
- **Objectives**: Clearly outline the aims of the research.
- **Methods**: Summarize the methodology, including key techniques, experimental design, and statistical analysis.
- **Results**: Present your key findings using graphs, tables, and images. Ensure they are clear and easy to interpret.
- **Discussion/Conclusion**: Interpret the results, discuss their implications, and suggest future research.
- **References**: Include only essential references, formatted according to the congress guidelines.
- Acknowledgments and Funding: Acknowledge contributors and funding sources.

#### Design the Layout

- **Flow and Navigation**: Arrange sections logically. Viewers should be able to follow the flow from introduction to conclusion effortlessly.
- **Column Layout**: Typically, posters are organized in columns (2-3 columns are standard).
- **White Space**: Use white space effectively to avoid a cluttered appearance.
- Visual Balance: Ensure a balanced distribution of text, images, and figures.

#### Choose Visuals Wisely

- **Figures and Graphs**: Use high-quality images, graphs, and charts. Ensure all visuals are labeled and have a caption.
- **Color Scheme**: Use a consistent color scheme that is professional and not distracting. Ensure text contrasts well with the background for readability.
- **Copyright Compliance:** Ensure you use copyright-free pictures/figures or pictures that you have generated yourself to avoid legal issues.
- **Font Choice**: Use clear, readable fonts (e.g., Arial, Calibri) in appropriate sizes (e.g., 24-32 pt for body text, larger for headings).
- **Icons and Infographics**: Use icons or infographics to simplify complex information if appropriate.

#### Write Concisely

- **Brevity**: Keep text concise. Use bullet points where possible to convey information clearly.
- Clarity: Avoid jargon and complex sentences. Aim for simplicity without losing scientific rigor.
- **Editing**: Proofread multiple times for typos and ensure clarity in every section.

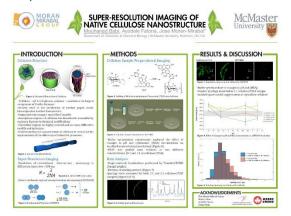
#### **Final Checks**

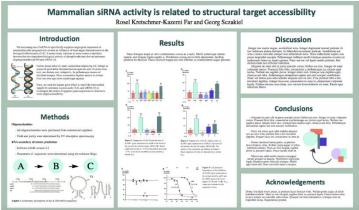
- Alignment and Spacing: Check that all elements are properly aligned and spaced.
- **Consistency**: Ensure consistency in formatting (e.g., headings, font sizes, color use).
- **Print Quality**: If printing, ensure high-resolution output (300 dpi or higher).

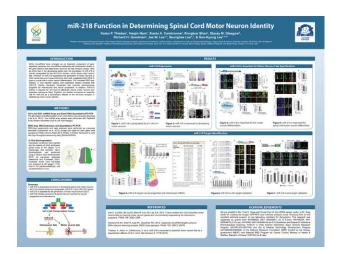
#### Printing and Transporting Your Poster

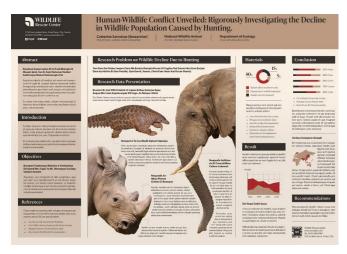
- Paper Posters: If printing on paper, transport your poster in a sturdy paper roll to protect it from damage.
- **Fabric Posters**: Alternatively, consider printing on fabric, which allows you to fold the poster and transport it easily in your suitcase.
- **Digital Posters**: Digital posters are becoming more common, especially if the congress offers or requests this option. Ensure your digital file meets all specifications.

## Inspirations

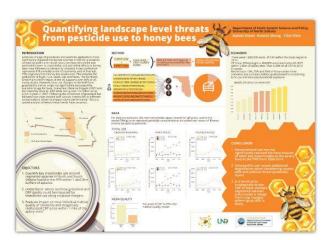


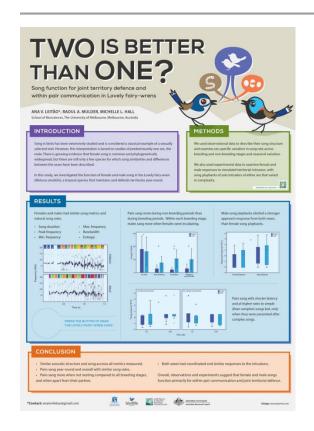


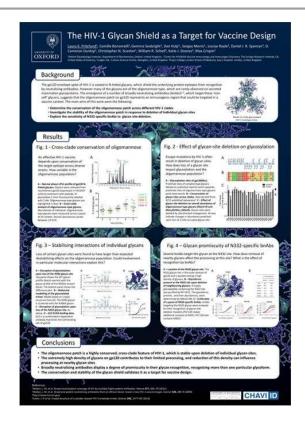


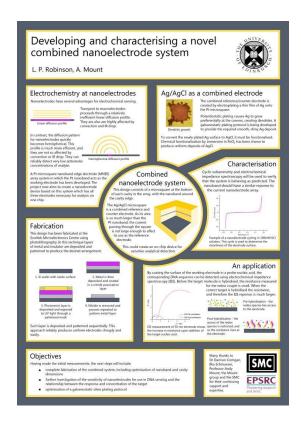


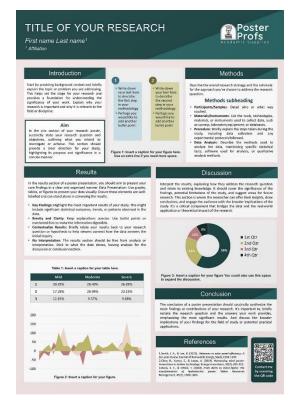












## Presenting the Poster

#### Prepare in Advance

- **Know Your Poster:** Be thoroughly familiar with all aspects of your poster, including data, methods, and conclusions.
- Anticipate Questions: Think about possible questions from attendees and prepare your responses.
- **Prepare a Summary:** Develop a 1-2 minute summary of your poster to quickly convey the main points.
- **Seek Feedback:** Ask colleagues, especially those unfamiliar with your project, to review your poster and provide feedback on both the content and your presentation (elevator pitch).

#### **Dress for Success**

- **Comfortable Outfit**: Wear a comfortable outfit that makes you feel confident. Remember, you may be standing for an extended period, so choose shoes that are comfortable and supportive.
- **Hydration**: Bring some water or another means of hydration. Speaking a lot can be tiring, and staying hydrated will help you maintain your energy and focus.

#### Engage with the Audience

- Approachability: Stand near your poster, maintain an open posture, and make eye contact with passersby.
- **Start the Conversation:** Greet people as they approach, offering a brief overview or asking if they have any questions.
- **Tailor Your Presentation:** Adjust your explanation based on the audience's background—simplify for non-experts and dive deeper for specialists.

#### Explain Clearly and Concisely

- Use Your Poster as a Visual Aid: Point to specific sections, figures, or data as you explain them.
- **Stay on Point:** Focus on the most critical aspects of your research. Don't overwhelm your audience with too much detail.
- **Encourage Interaction:** Invite questions and be open to feedback.

#### Be Professional and Courteous

- Listen Actively: Pay attention to questions and comments. Show respect for different perspectives.
- **Manage Time Wisely:** Be mindful of time, especially if there are many visitors. Offer to continue discussions after the session if needed.
- Facilitate Connections: Bring business cards to hand out or include a QR code on your poster with your contact information so people can easily connect with you after the session.
- Thank Attendees: If you exchanged contact information, send a brief thank-you email.