



# Poster Presentation Guide

Rev. NORM IX May 2019

## POSTER CONCEPT

The intent of a Poster Session is to provide a forum for presenting well-thought-out information to conference attendees. This mechanism may be the preferred method where it allows more opportunity for the poster presenter to directly interface with the attendees as opposed to giving a formal presentation during a plenary session. The poster presentation can also serve as an alternate means for sharing the information when time is not available on the conference program. At a minimum, poster presenters should be with their posters during those times that are designated in the conference program as “Poster Visitation.”

Poster presenters are provided with a horizontal (landscape) poster board usually 122 cm x 244 cm (4' x 8') and a table, if needed. The poster presenter will "post" to the poster board using appropriate visual information and data that can be viewed at leisure by the meeting attendees. The poster presenter is responsible for providing the allowed mounting materials for their poster (i.e., push pins, thumb tacks, Velcro, etc.) Poster presenters who are in doubt about the appropriate mounting material should contact the Organizing Committee ([normix@crccd.org](mailto:normix@crccd.org)).

Due to the overwhelming response, we will have two poster sessions – Monday afternoon through Tuesday afternoon, and Wednesday morning through Thursday afternoon. You will be notified which session you are in. Please be prepared to mount your poster prior to the opening of the sessions.

The poster sessions will be concurrent with topical sessions of the day. Each poster author has 3 minutes to make a presentation during the oral sessions. Details to follow.

## REQUIREMENTS

### **STEPS for all individuals desiring to present a poster at NORM IX**

***(Note: Each presenter will be provided a poster board at no cost. A table and/or electricity, if required will also be provided at no cost. However, audio visual costs must be paid by the presenter.)***

1. Verify your acceptance of presenting a poster by May 30, 2019. Send your confirmation email to [normix@crccd.org](mailto:normix@crccd.org)
2. Prepare your manuscript describing your work by August 1, 2019. Manuscript guidelines were sent under separate cover.

## **GUIDANCE FOR POSTER PRESENTATION**

To ensure an effective poster presentation:

- **The poster title, author(s)'s name(s) and institution(s) should appear at the top.** The message should be clear and understandable without an oral explanation.
- **Keep a sharp focus** - Establish your objective at the outset. Define it with a simple, non-ambiguous title, and stick to it throughout your presentation. Avoid extraneous details that do not relate to your main point.
- **Present points in logical sequence** - Avoid placing items out of sequence just to achieve attractive design. Haphazard arrangement is a frequent cause of confusion.
- **Avoid complexity** - If you are working with a complicated subject, your poster objective should be to make it as simple and straight forward as possible with good organization.
- **Use your space effectively** - A poster that is too large for its assigned space will be crowded and unattractive.
- **Keep the traffic pattern in mind** - Plan the layout so people can read from top to bottom, moving from left to right. Avoid having horizontal rows that require the viewer to move back to the left side to read through the poster.
- **Make it self-explanatory** - Despite the fact that there will be someone on hand to discuss the poster with viewers at designated times, the poster should include sufficient text and captions to carry its message.
- A poster presentation should be easily read by the attendees at a distance of 3-4 feet. The information may include text from a prepared paper, and should include graphs and data supporting the concepts being presented.
- It is recommended that graphs and charts that support the text generally be made larger and placed at higher elevations, with the text being placed below the graphs and charts.
- All headings should be at least 1.25 cm (½ inch) in height (36 point) or larger.
- If electronic media, such as a laptop, are used to supplement the poster, they should be arranged so that the projections will not interfere with any individuals who desire to read the poster.
- If audio is used, we recommend that the volume of sound be kept low so the sound does not interfere with individuals desiring to read the information on the poster.
- We recommend that handout material be available and located in a place where it does not interfere with the individuals desiring to read the information on the poster.

### **Questions:**

If you have questions regarding these criteria or the submission of your material, please contact the Scientific Committee via e-mail: [normix@crccd.org](mailto:normix@crccd.org)

Presentations should be sent to [normix@crccd.org](mailto:normix@crccd.org).