Symposium 2018
Guidelines for Poster Sessions

Poster presentations are an alternative to the traditional presentation method. Less formal than a paper presentation, poster sessions highlight the authors' work in a brief visual and interactive format. The success of a poster presentation relies on the quality of the content and the effectiveness of the presentation style.

Presenters are responsible for all costs associated with producing their posters

Content:

- **Please include the following content/information for display:**
  - ➢ Title, author(s), position (e.g. BSW student, MSW student, PhD student, LCSW, etc.), faculty mentor (if applicable), university/agency affiliation
  - ➢ School Logo: Download official university logo. This image should appear in the corner of your poster.
  - ➢ Abstract – 50 words that summarize the study/project
  - ➢ Background/Introduction – include a statement of the problem/policy/practice issue
  - ➢ Methods – Describe practice-based interventions/research methodology
  - ➢ Results/Findings – Describe and explain the results of your study and/or description of learning/knowledge gained
  - ➢ Discussion/Conclusion – Share learning/knowledge gained; implications for future group work practice
  - ➢ Images/Charts
  - ➢ References (Can be abbreviated or even eliminated from the poster if necessary, but should be incorporated in the handout.)

Accessibility and Visibility:

- ➢ **All poster content must be typed (see font size below).**
  - o APHA guidelines for an accessible poster presentation, in order to accommodate people with vision impairments, suggest an ideal title size at 72 point font or larger, section titles ideally at 56pt but certainly within the 46-56pt range, and body text ideally at 36pt but certainly in the 24-36pt range (APHA, 2015).
  - o APHA Accessible Poster Presentation guidelines are highly recommended for creating the most accessible presentation possible.

Symposium 2018
Guidelines for Poster Sessions

➢ **Use Microsoft PowerPoint, or similar presentation software, to create your poster.**
  o Create the entire poster with only one (1) PowerPoint slide or equivalent program measuring 36x48 inches (3ft by 4ft).
  o Before entering information, change the dimensions of the slide to 36" tall by 48" wide and designed to be mounted on walls or easily displayed on easels.
    ▪ Posters must NOT be free-standing or tri-fold display posters.
  o A light colored, appealing background for the poster is desirable.
  o The use of bullet points, highlighting, headings, charts, etc. is encouraged.
  o Please be sure headings are in a contrasting color
  o Do not use monolithic blocks of text
  o If using a chart or graph be sure the viewer will know what is being depicted.
  o Avoid acronyms, abbreviations and jargon that are not widely understood.
  o Posters MUST be professionally printed (i.e. Staples, Office Max, University or School Print Center, etc.).

How to Design a Poster

➢ Microsoft PowerPoint is a flexible tool that can be used to design a poster on a single slide. It is important to configure the size of the slide to correspond with the size of the poster (i.e. setting the width at 48 inches and the height at 36 inches or vice versa).
  o You may use presentation software, other than Microsoft PowerPoint, if desired.
➢ **Things to consider when designing a poster:**
  o Have you covered all of the important information?
  o Does the information flow logically?
  o Is the information clearly communicated?
  o Do you have visual cues to guide a viewer through your poster?
➢ **Use text boxes (to create borders in Power Point) to delineate your information and sections.**
➢ **White space**
  o You want to have adequate text to describe your project but enough white space to keep it readable.
  o Remember that the poster is meant to be supplemented by you, answering questions and filling in the details.
➢ **Create a 15 to 30 second "elevator speech" to introduce and communicate your main ideas!**
  o As individuals approach your poster have a very brief speech prepared and memorized giving them enough information to decide whether they want to hear and see more of your poster presentation. If "yes" they will stay; if "no" they will move on to the next poster.

Symposium 2018
Guidelines for Poster Sessions

- ➢ **Web resources for successful PowerPoint poster design:**
  - o http://www.csun.edu/plunk/documents/poster_presentation.pdf
  - o http://abacus.bates.edu/~bpfohl/posters/
  - o http://www.ncsu.edu/project/posters/

Handouts:

- ➢ **Each poster presentation should have a handout that attendees can take with them.**
  - o These handouts should have a cover sheet with the following:
  - o Title, author(s), position (e.g. MSW student, LCSW, etc.), faculty mentor (if applicable), university/agency affiliation, the title and place of the Conference/Symposium, and the date of the presentation.
  - o The handout itself should incorporate the information in the poster.
  - o The handout can expand upon this information and incorporate additional references.
  - o Bring 20 copies of the handout should be brought to Symposium 2018 to be disseminated to the participants.

References

APHA (2017). Poster Session Guidelines. Retrieved from https://www.apha.org/events-and-meetings/annual/presenter-information/poster-session-guidelines

APHA (2017). Accessible Poster Presentations. Retrieved from https://www.apha.org/events-and-meetings/annual/presenter-information/poster-session-guidelines/accessible-poster-presentations

Plunkett, S. (n.d.). Tips on Poster Presentations at Professional Conference. Retrieved from http://www.csun.edu/plunk/documents/poster_presentation.pdf

*Adapted from

Simon, S. R. & Webster, J. (2009) Instructions for Poster Presentations at the 31st International Symposium of the Association for the Advancement of social Work with Groups.

Loyola's Undergraduate Research Opportunities Program (2011). Undergraduate Research Symposium 2011: Poster Presentation & Printing Guidelines. Retrieved from: https://www.luc.edu/media/lucedu/lurop/pdfs/LUROP%20Instructions%20for%20Creating%20and%20Submitting%20Poster%20(2017).pdf