Guidelines for research poster presentation

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The goal of this document is to give structure to research posters. You may assume that the audience you will present your poster to has a bachelor in Computer Science and is already a bit familiar with the work. Use your poster to support you in presenting the main insights and contributions of your research.

The main goal of a poster is to advertise your research. Excite us!

1 Content of the presentation

- A single block has a single topic. A modular block in your poster has a title to scope the topic. It has a concluding phrase that makes the main point of the topic.
- Less is more. Every word/figure/image should have an explicit reason to exist. Do this test: Can I safely remove it yes or no? Nittygritty details should be in the paper not in the poster. Show just enough so a reader can follow, no more. Do not overwhelm, do not try to be complete with all details. Presenting the core essence takes time and effort; it enhances understanding.
- Self-contained. The main point of the poster has to be understand-able without a presenter. While you are busy explaining your poster, another viewer who just walks in should be able to understand the key idea without your help.
- Define terms. Do not assume the audience will know specific symbols/terms/abbreviations. Use a defined symbol/term consistently and uniquely. All terms in an equation should be explained.

2 Layout and form

- Choose horizontal layout if you are presenting on the horizontal screen.
- Make explicit how you wish your poster to be read, eg. use numbers to show reading order.
- Good layout eases the viewer's effort. Be consistent. Keep some white-space, don't scare people away with an avalanche of text/details.
- Do not write long sentences. Use bullet points with one phrase per point. One phrase fits on a single line. Correct grammar is secondary, e.g., there is no need for complete sentences with a subject, a verb, etc.
- Draw attention. Make your poster visually stand out from all others. The goal is to advertise.
- Figures are complete and have a conclusion. Label all axis, show the units on the axis, use a legend with clear differences between entries and add a title to each (sub)figure so that the viewer can directly see what is shown. Do not use too thin lines or too small of a font. Always add the conclusion you would like the viewer to draw.
- Example poster. Find some scientific posters on the internet and apply these guidelines. Make a list of things you do/do not like in a poster.

3 Presenting

- You will have one minute to introduce your poster. Use it effectively. Set the stage by shorty introducing the context and highlight the most important insights and contributions.
- During poster discussion with your supervisors, responsible professor and examiner use your poster to support what you are saying.
- If you present experiments, note that every experiment starts with a question. Write the question on the poster. The experiment should answer that question. Write the answer on the poster.
- Limitations. If applicable: What are the limitations of your method. No method will always be the best. Showing insight where it fails is strong. The goal of research is understanding.
- Peer review. Find a peer to review each others posters. Check if their poster follows these guidelines. Keep in mind that if an honest viewer did not understand it, it is the mistake of the presenter.