



# Designing an “effective” conference poster - the approach, the style and a few ways to prevent data overload.

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## Context

During a conference, in a poster hall packed with text-filled sheets, in a short amount of time a presenter is required to convey new information on a specialized topic to a varied audience.

Within this context, what would help make a poster effective?

## Approach

While it can be challenging, condensing your content into an **infographic-like** format will help readers access **quickly** and **clearly** the information you want to share.

Ensure that your poster has a **clear narrative** - context, question, methods, findings, insights.

Design, visualization and readability are key.

Choose one key message.



Get feedback. Iterate.



Create a Narrative - use design, graphics and visuals.



Keep it simple and interesting.



## Remember to...

Ask a colleague or classmate who is not in the same field to take a look at the poster before you finalize it. Get their feedback regarding the poster's readability and visual appearance.

Mention your contact information.

Display only what is essential!

Enjoy sharing your work!

## Methods

An effective poster will:

1. contain a single, key message
2. convey that message independently (while encouraging further discussion)
3. use fonts, figures, text and layout to enable quick and easy access to the reader (even if they are not in the same field of study).

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## References

1. <https://www.animateyour.science/post/how-to-design-an-award-winning-conference-poster>
2. "How to Design an Effective Scientific Poster." *The Planetary Society Blog*, [www.planetary.org/blogs/guest-blogs/design-sci-poster](http://www.planetary.org/blogs/guest-blogs/design-sci-poster)
3. Rowe, Nicholas. *Academic & Scientific Poster Presentation: a Modern Comprehensive Guide*. Springer International Publishing, 2017.

## Acknowledgments



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