

Resources for Presenters — Poster Sessions

Posters may be an attractive option for those with limited time, since they generally require less advance preparation than a paper or workshop. An award for best poster will be presented at the end of the conference. First Prize is a \$200 credit toward registration at the 2015 IUT conference for the poster presenter AND a \$200 credit toward registration to be given by the poster presenter to any faculty member who has never been to this conference.

Selection of the Poster Award will be based primarily on: 1. Contribution to new or innovative ways to improve student learning (25%); 2. Research and theory upon which the concept is based (25%); 3. Likelihood that Conference participants will find the information directly useful in their own teaching (25%); 4. Visual Presentation of the Material (25%).

The following are some general tips to assist you in making the best possible poster presentation:

1. Preparation

A. What is the major aspect of your message? Think carefully about what to include in the poster and what can be presented in an accompanying handout. The handout should expand on the concept(s) in the poster. Be certain viewers can find the main point easily. An uncluttered visual format is key to communicating your message. When it comes to poster layouts, less is definitely more.

B. Handout. This should include the major points of your poster with elaboration on some of the main issues. Please be sure to include any references or links to resources you used for information. Bring at least 25 copies of the handout with you to the conference. Handouts are helpful for individuals to reflect on what they have learned after the conference is over. Be sure in addition to have business cards to give out or a list (paper and pencil) where viewers can sign up to have a handout e-mailed to them if you should run out. (We hope your poster is that popular!)

C. Your primary audience will be college and university faculty and administrators from throughout the world. Some will have taught extensively, and some will be relatively new faculty members. Compared to some conferences, IUT tends to be relaxed and informal, which can make it easier to enter into conversations with those viewing your poster.

D. If you are printing a single large poster, be certain it will fit easily on a 4 foot by 4 foot board. If you have single pages that you will tack up for your presentation it is a good idea to mark off a 4 foot x 4 foot area and lay out the poster to ensure it looks good BEFORE you arrive at the conference site. There are limited opportunities to make changes once you arrive.

2. Poster Design

A. As mentioned above, keep your design or pages simple and clean. Typically, it is best to use a light background with dark text. Avoid colors or designs that detract from the content.

B. Use graphs, tables, and pictures to illustrate your points. They are an effective tool for posters if they are in a simple design with limited text. The strength of the poster format is visual above all. Make use of this strength to connect with your audience.

C. Minimize text. Do NOT make your text cryptic, but do use as few words as possible. Use a font that can be easily read from 4 – 6 feet away. Letters in titles should be approximately 1 inch (approximately 72 pt.) and explanatory text should be approximately 1/4 to 3/8 of an inch (approximately 18 - 24 pt.). This will look large to you, but keep in mind the goal is to draw people to your poster, and not everyone has perfect vision.

3. Poster Presentation

A. Be ready at the start time indicated in the schedule for the poster session, with the poster set up and the handouts laid out. It is a good idea to show up at least fifteen minutes beforehand so you don't have to rush while attaching your poster or pages to the corkboard. You may need to miss a paper session or workshop if they are offered during this time, but such is the price of fame!

B. If participants express particular interest in your poster, do be ready to discuss the main points of your paper with them. You may want to practice a short (2-3 minute) presentation that highlights these points.

C. If you run out of handouts, be sure to have a piece of paper and pen to take names and e-mail addresses so you can send a paper to those who wish one after the conference.

4. After the Conference

A. Please try to send copies of your handout to anyone who has made this request **within 7 days of the end of conference**. Once a week has passed the likelihood of the request getting lost increases, and the impact of your handout will diminish.

B. It is a often good idea to send a quick note to anyone who expressed unusual interest in your poster. Simply thank the person for taking time to chat with you. It is a kind gesture and may lead to a good professional relationship. You never know when you may need someone to give a paper ready for publication submission a quick read for feedback.

NB: If you have any questions regarding this format, please contact Janina Lenger or James Wilkinson at iutconference@gmail.com.