

Virtual Poster Guidelines

Great Lakes Breast Cancer Symposium

The overarching goal of presenting a poster is to convey new discoveries and insights and to introduce yourself to the community. This is true for an in-person or virtual meeting. This set of guidelines are meant to help you develop an interactive poster that will help you do both.

To ensure that anyone entering the room at any time can see your entire poster (similar to an in-person session), your poster is limited to **a single PowerPoint slide** that can be easily viewed on a computer screen. The poster should be presented in landscape format.

Title/Authors/Affiliations: This should be at the top of slide.

Text: You want visitors to your poster to be able to view and understand it and to ask you questions. Thus, text on the poster should be the minimal amount needed to interpret the data and understand the context of the work. Try to use bullet points and avoid large blocks of text that will be unreadable in this format. Since the poster is presented digitally, some of your blocks could be movies or other animated graphics if they help make the point. Your minimal font size should be 10 point.

Body: In general, 3-4 columns works well, each with 2 vertical blocks of information. Using a 4x2 design, there are 8 blocks, one of which could include an introduction and one that includes the conclusions. You do not need to include the abstract-that will be in the abstract book.

Introduction: This could include 3-4 bullet points or a graphic.

Conclusion: This could include 3-4 bullet points or a graphic.

All blocks should have a title/conclusion that provides the bottom line.

Data should be straightforward, easy to digest, and should probably be limited to one graphic per block.

Images are almost always better than words.

For nice overview of poster presentations (geared to in-person meetings, but many points still apply), please visit the following link developed by Penn State:

<http://www.personal.psu.edu/drs18/postershow/>