The following information is adapted from the American College of Physician’s website on poster presentations. See the website (and others) for additional details. <http://www.acponline.org/residents_fellows/competitions/abstract/prepare/pos_pres.htm>

Much of the information is also relevant for creating a Powerpoint presentation, if you are giving a talk. For an 8-10 minute talk, about 16 slides (+/-) should be sufficient.

Scientific presentations should follow the **IMRAD format (Introduction, Methods, Results, and Discussion)**.

* The **Introduction** presents the background and the purpose of the research. The background information typically summarizes the current knowledge in an area, what knowledge is missing, and how this research project addresses the knowledge gap. A hypothesis or **clearly stated Objective** can be included in the Introduction or on a separate slide.
* The **Methods** section should specifically address the following areas: research design, research setting, number of patients enrolled in the study, and how they were selected. The Methods section should also include a description of the intervention (or instruments such as a survey), a description of the outcome variables and how they were measured, and the method of statistical analysis. Methods should take up no more than 2 slides.
* The **Results** section includes the presentation of the analyzed data. This section:
	+ Describe study subjects; some measure of participation rate; drop-outs
	+ Include the frequencies of the most important outcome variables. Consider comparisons of the outcome variables between various subgroups within the study (treated vs. untreated, young vs. old, male vs. female, and so forth).
	+ Numerical results should include standard deviations or 95% confidence limits and the level of statistical significance should be indicated.
	+ Qualitative results require careful presentation so as not to be too cluttered. For example, showing quoted material from subject interviews.
* Finally, in the **Discussion** section, state concisely what can be concluded from the study and its implications. Make sure that the conclusions are supported by the data presented in the Results. Any future work or recommendations should be on a separate slide.
* All work has some limitations, so be sure to have a separate slide or poster section for **Limitations** of the study.

**TIPS on Poster and PowerPoint Slide Appearance**

**Be Visual**

Posters that are mainly text discourage others from visiting and reviewing your work. Information can be transmitted more efficiently with a picture, figure, or graph. For example, information on patient demographics could be represented as a pie chart, frequencies of outcomes as bar graphs, and comparisons of means and statistical significance as tables.

**Avoid clutter; less is more**

Limit your poster presentation to a **few main ideas**. It's better to present a few of your findings well than present all of your findings poorly. Arrange your poster components to read from left to right and top to bottom. Emphasize important points on the poster with lines, frames or boxes, and arrows.

PowerPoint slides should also be simple, graphic when possible, uncluttered. Use the animations carefully, they can be helpful or distracting. REHEARSE the presentation so you know it well and stay within the allotted time. Try not to read the powerpoint slides to the audience. .

**Keep the lettering simple on the poster.**

Use no more than three different font sizes; the largest for the poster title, second-largest for section titles, and smallest for text. For all lettering, use both upper- and lowercase letters. Words composed of all uppercase letters are difficult to read. The smallest font should be large enough so it is easily read from a distance of 3 to 5 feet (usually, 24-point font).

**Keep the colors simple.**

Too much color can be distracting, while too little color can be boring and lifeless. Use color mainly to highlight important elements.

**POSTER PRODUCTION**

Your most economical choice will be the Kelvin Smith library poster printing services in the Freedman Center. <http://library.case.edu/ksl/freedmancenter/poster/>

You MUST make an appointment, essentially, save a time slot for you poster to be printed. Read the website carefully, reserve a time slot early.

**For Professional’s Day and the AADR, posters must fit on a 4ft high, 8ft wide poster board.**

**(TIP: 4ft high poster board translates to a 4ft wide printing; 8ft wide board means up to 96” inches in length when printing. Don’t actually make them that big; go with the standard 42” by 56” poster.)**

Proofread carefully, several times. Have a colleague help you proofread. It's a good idea to have someone unfamiliar with the research help you because he or she will quickly identify areas that are confusing or ambiguous. It's a good idea to have someone who is expert in spelling and grammar review the poster as well.

**For Professional’s Day, check this research site for updates on when and where to put up your posters**. When you arrive at Prof Day, you will be assigned a board number; please respect and use those assigned spaces. You are expected to stand by your poster after the Keynote Speaker has concluded. This will allow the judges to talk briefly with you about your work.

If you are giving a talk on Prof Day, **please email your presentation to me the evening of March 4**, so we can get them ordered and ready for presentation. I’ll talk to you about the order of presentation.

As you prepare to travel to a scientific meeting, consider the following tips:

* **Arrange for a proper carrying case for your poster.**
* **Don't check your poster as luggage.** Carry the poster with you at all times. Better your clothes get lost than your poster.
* **Know where and when to set up your poster or where to appear for your talk.** All presentations have unique identifying numbers; know it and put it on your poster. If giving a talk, know where the Speaker Ready room is and be sure you have followed the protocol for submitting your presentation- you cannot walk into the presentation room and expect to put your jumpdrive in the computer.
* **Know when to "stand-by" your poster.** The time will be listed in the meeting program. Arrive on time and stay until the end of scheduled time. Don't wander off; you may miss the meeting monitors (really, they check to be sure you are there) or your future residency director – you never know.
* **Know when to take your poster down.** Meeting rooms turn-over fast. Have a clear understanding when the poster session is over and when the poster must come down.
* **Be prepared to promote yourself.** Consider bringing handouts and business cards for those who visit your poster. Use this opportunity to "network" with other professionals who share similar academic interests.