

TIPS for Professionals Day Presentation

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. Shorter times should be adjusted accordingly.

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 very helpful when you want to direct your audience's attention to a particular point on the slide that you are describing. They can be distracting if your verbal delivery is not in sync with the slide animation. **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 PRINTING

The poster display boards for Professionals Day will accommodate a poster 4ft high by 6ft wide.

Please note that in 2023, AADOCR will no longer have a poster format – only oral presentations. Check with your mentor for specifics of your poster production if you intend to use the poster at another meeting.

Poster printing options:

At CCF, a group called Enterprise Creative Services does printing. Contact information below.

If you have any questions regarding services provided by Enterprise Creative Services, please contact us at artphoto@ccf.org. The artphoto@ccf.org email address is checked regularly, but if you feel your email is of an urgent nature we ask you to call Tony (216-215-5183) or Tracy (216-214-4412) so we may address your message quicker.

Tony Christovich | Coordinator II
Marketing | Enterprise Creative Services
9500 Euclid Ave. NA1-127 | Cleveland, OH 44195
christa@ccf.org | (216) 215-5183 Mobile

Here is where the student would go to pick up their poster:

Cleveland Clinic N Bldg, Enterprise Creative Services

(formally Center for Medical Art & Photography)

Lerner Research Institute & Education Bldg, 9806 Carnegie Ave, Room NA1-127

CWRU Printing Services located in Thwing through FedEx kiosk.

Matte finish heavy weight coated: \$5.99/sq ft

Use the discount number 8400097421 and SKU 40209 AND when you submit your poster electronically, indicate you are a student from the Dental School. I think you will receive a further discount if you keep the poster size 3 by 4ft or smaller. Our contact there is Sean.

Try to leave a 48hr turnaround time.

FedEx Kiosk

Thwing Student Center

Phone: 216.229.2111

Email: usa5686@fedex.com

Before you submit for printing:

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.

If you are giving a talk on Prof Day, you will be assigned an order for presentation.