

Poster Presentation Guidelines

I. Space

In the past, Poster Presentations have been offered complimentary to presenters whose abstract submissions were not accepted for presentation at the AHQA Annual Meeting; this year at the Annual Meeting in Miami, there will be an administrative fee charge to cover the expense of the tables and security of the posters near registration. However, the cost is minimal.

The fee will be \$25 for a Poster Presentation table. You will be provided a poster board stand in the exhibit hall near the Cyber Café to display your material. The board size will be 4' x 2'. You will be provided push pins to post your display.

- ◆ All Posters must be set up on Tuesday, February 21, 2006 between, the hours of 12:00pm and 4:00pm. If you are unable to setup your poster on Tuesday during the hours listed, your poster **MUST** be set up no later than 7:00am, Wednesday, February 22, 2006. Any poster not setup by 7:00am will be unable to participate and will forfeit the fee.
- ◆ Poster show dates: February 22-24, 2006
- ◆ This year once you have posted your Posters you do not have to staff your presentation. If you desire to staff the Posters the hours will be at your discretion, as long as they are during the timeframe the Exhibit Hall is open.
- ◆ All Poster materials must be removed from the Exhibit Hall by 3:00pm on Friday, February 24, 2006. Any materials left in the Exhibit Hall after 4:00pm will be discarded.
- ◆ Space will be provided on a first-come first-served basis. Reserve early because space is limited.
- ◆ All Poster materials for the program must be received by **December 19, 2005, or a \$50.00 fee will be imposed.**

Please remember that this is a professional poster presentation session, and as such, your poster will reflect both your work and the work of your organization. The purpose of the poster presentations is not to have boards upon boards of information. Remember, you are presenting your poster with many others, so you will have limited space. The space you are allowed will restrict the content of your poster.

II. Format

You have to present certain pieces of information but have limited space. So, before you rush away to put pen to paper or fingers to keyboard, spend a few moments, or even hours, to **plan** your presentation. This is very important! Unlike oral presentations, where some ultra-smooth talkers may be able to divert attention from a poorly planned presentation, with posters, poor planning is there for all to see. In the general format section below, the specific elements that any presentation should include are listed. Refer to these as you plan your poster.

You will find the following information helpful in developing your poster....

GENERAL PRESENTATION GUIDELINES

I. General Format

All presentations will generally contain the elements listed below. The main difference between the two forms is that abstracts are often included in a poster, but not in an oral presentation. Most presentations will contain:

- An **Abstract** of the project stating what you have set out to do, how you have done it, the key results, and the main findings and conclusions.
- A **Title** telling others the name of the project, the people involved in the work and their affiliation. The title should be large, descriptive, and concise.
- An **Introduction** that should include clear statements about the problem that you are trying to solve, the new ideas or items you are trying to discover or create, or the proofs that you are trying to establish. You should note the background work that has led up to the current status of your research or creative work in this area. These should then lead to declarations of your specific project aims and objectives.
- A **Methods** section that explains the basis of the techniques that you are using or the procedures that you have adopted in your study. You should also state and justify any assumptions, so that your results can be viewed in the proper context.
- A **Results** section that you use to show illustrative examples of the main results/products of your work.
- A **Conclusions** section, which discusses the main findings of your investigation and their value.
- A **Further Plans** section that should contain your recommendations and thoughts about how the work could be continued. What kinds of things could be done next? What are some possible long- term goals or outcomes?
- An **Acknowledgments** section which allows you to thank the organizations who might have given you money for your work and/or the individuals who donated their time to help you with your project.

II. Planning

Planning is crucial if you do not want to be afflicted with the “headless chicken” syndrome. There are several stages in planning a presentation. These are outlined below.

A. Determining Content

If you follow the above presentation format guidelines, then the content is more or less determined for you. However, given that you have limited space, you now have to decide between what is important and what is not essential. Your decision should be based on at least 2 factors, namely:

- **What are you trying to achieve by presenting the poster?**

Is it to tell people what you have done? Is it to inform people of a new discovery? Is it to convince people that one idea or technique is better than another?

- **Who will be attending the presentation?**

Are they technical people? What is the level of their knowledge of your subject area?

- The answers to these questions will define the **content** to include and set the **tone of the presentation**.

III. Design

An advertising billboard is a poster. If well designed, it will be attractive and engender a lasting impression--earnest but not boring. Importantly, it should shout out to you, "**buy me**", or you should think, "**I want that!**" Similarly, in using posters to convey technical information, they should be designed such that the reader thinks "**Yes!**" or "**I see!**" and then leave with the impression that he or she has learned something new. You will want to clearly present your desired information in as effective a manner as possible. Ultimately, the design of your poster is a personal matter, and different individuals will have different views on how to best present certain information. Nevertheless, here are some 'rules-of-thumb' to guide you:

A. Plan, plan, plan!!! (See part II above).

B. Keep the material simple

- Make full use of your space, but beware of information overload, as the results can often be messy and confusing!
- Be concise and do not waffle.
- Use only pertinent information to convey your message.
- Be selective when showing results. Present only those that illustrate the main findings of the project, however, do keep other results handy so that you may refer to them when asked.

C. Use colors sparingly and with taste

- Colors should be used only to emphasize, differentiate, and to add interest. Do not use colors just to impress!
- Choose background and foreground color combinations that have high contrast and complement each other, *i.e.* black or dark blue on white or very light gray is good. It is better to keep the background light, as people are used to it (for example, newspapers and books).

D. Do not use more than 2 font types

- Too many font types can be distracting, especially when they appear in the same sentence.
- Titles and headings should appear larger than other text, but not too large. The text on a poster should be legible from a distance, say from 5 to 10 feet.

E. Do not use all UPPERCASE type in your posters (but may be okay only for HEADINGS)

- This can make the material difficult to read. Just compare the two sentences below:

WHAT DO YOU THINK OF THIS LINE WHERE ALL THE CHARACTERS ARE IN UPPER CASE?

What do you think of this line, where only the first character of the first word is in upper case?

F. Do not use a different font to highlight important points

- This can cause the fluency and flow of your sentence to appear disrupted. For example:

In this sentence, I want to **emphasize** the word 'emphasize'.

In this sentence, I want to emphasize the word 'emphasize'.

- Use underlined text, **bold face**, *italics*, or **combinations** to emphasize words and phrases.
- If you use **bold italicized print** for emphasis, then underlining is not necessary--overkill!

G. Equations

- Should be kept to a minimum. Present only the necessary and important equations.
- Should be large enough to read clearly.
- Should be accompanied by nomenclature and definitions to explain the significance of each variable.

H. A picture is worth a thousand words (but only if it is drawn properly and used appropriately)

- Graphs:

--Choose graph types that are appropriate for the information that you want to display.

--Annotations should be large enough, and the lines of line-graphs should be thick enough so that they may be viewed from a distance.

--Instead of using lines of different thickness, use contrasting **colored** lines or different line **styles** to distinguish between different lines in multi-line graphs.

--Multi-line plots or plots with more than one variable should have a legend relating the plotted variable to the color or style of the line.

- Diagrams and drawings:

--Should be labeled.

--Drawings and labels should be large and clear enough so that they are still legible from a distance.

- Clipart:

--Should only be used if they add interest to the display and complement the subject matter. Otherwise, all they do is distract attention from the focus of the presentation.

--Can also be 'dangerous,' as you may spend more time fiddling around with images and choosing appropriate cartoons than concentrating on the **content**.

I. Check your spelling

- There is nothing more amusing or annoying than spelling mistakes on public display, especially if they are in the title! Spelling mistakes give the impression that you have not put in the effort.

J. Maintain a consistent style

- Inconsistent styles give the impression of disharmony and can interrupt the fluency of your messages.
- Headings on the different pages of the poster should appear in the same position on all pages.
- Graphs should be of the same size, especially if they are to be compared.
- If bold lettering is used for emphasis on one page, then do not use italics on others.
- Captions for graphs, drawings, and tables should be positioned either at the top or at the bottom of the figure.

K. Arrangement/ordering of presentation components should appear smooth

- Remember that you are telling a story about what you have done and achieved. As in report writing, the way you arrange the sections should follow the 'storyline.'
- Use a new page/slide to start off a new section.

L. Review, review, review!!!

- Make draft versions of your poster sections or printouts of your slides and check them for:

--Mistakes, legibility, inconsistencies in style, different layout arrangements

- Be critical of yourself and ask your friends, colleagues, or mentors for their honest, critical opinions.
- Have fun showing off your good work!!!

For further information contact Jacqueline Osborne, Manager, Meetings & Events via email josborne@ahqa.org or phone 202-331-5790 ext. 1575.



**Professional Poster Session
2006 Annual Meeting
February 22-24, 2006**

INTENT TO PARTICIPATE

Please read the above poster presentation guidelines prior to completing this form. Submission of this form indicates your agreement to participate in the 2006 Annual Meeting Professional Poster Session.

PLEASE RETURN TO JACQUELINE OSBORNE, MANAGER, MEETINGS & EVENTS VIA EMAIL AT JOSBORNE@AHQA.ORG BY DECEMBER 19, 2005.

All of the following information is required:

Name:

Organization:

Address:

Address:

Phone:

Fax:

Email:

Title of Poster:

Category of Poster Presentation (Please check one)

- Mammography/Breast Cancer Awareness
- AMI
- Heart Failure
- Pneumonia/Immunizations
- Stroke
- Diabetes
- Underserved/Minority Populations
- Physician Office
- Other

***POSTER PRESENTERS ARE
RESPONSIBLE FOR ALL
MEETING REGISTRATION
FEES AND FEE FOR POSTER
TABLES.***

I have read and agree to adhere to the Poster Presentation Guidelines:

(Please sign here)

If for some reason you are unable to participate, you must notify AHQA in writing or by email at josborne@ahqa.org by December 19, 2005.



Payment (please print) - \$25

Visa ___ MasterCard _____ American Express _____
Check _____

Name of Cardholder: _____

Account Number: _____

Card Holder Signature: _____

Mail to:

AHQA

Attention: Jacqueline Osborne, Manager, Meetings & Events

1155 21st Street, NW – Suite 202

Washington, DC 20037

PLEASE REMEMBER TO INCLUDE PAYMENT WITH YOUR FORM.