# TOP 10
Poster Presentation Tips

So you've completed your research paper. Your figures are all correctly formatted, and your citations are everywhere they need to be. Now you just need to make a poster. Easy, right? Well, not always.

Putting together a poster isn't just reformatting your paper. Your poster is more than a printout of each page of your research paper tacked together, side by side. Your poster is an asset for your research—it's a continuation of your hard work and therefore worthy of your attention and time. To help you create a poster that accurately and successfully presents your research findings in a compelling way, here are 10 tips to creating a knockout poster.

1 Tailor your poster to your audience

Chances are your entire project won't fit on a single poster; choose which aspect of your research is relevant to this particular audience. Then tell that story.
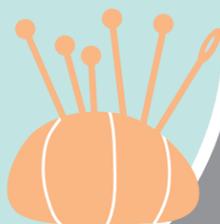
2 Clearly organize your content

Think about where a reader's eyes will be drawn and organize your content in a way that won't confuse them. One strategy is to put your main message in the center of the poster. However you organize, your poster should have a logical flow describing the purpose, experiments and conclusion of your research.

3 Meet all the meeting guidelines for poster size & format

This may seem obvious, but if your poster doesn't fit the board you're going to hang it on, you're going to have an issue.

4 Have clear visuals

The last thing you want is a blurry image. All images need to be 300ppi or higher. Consider a varied selection and type of imagery, such as photos, graphs, diagrams etc.

5 Steer clear of flowery fonts & stick to the basics

The fonts that are easiest to read tend to be sans serif: Arial, Helvetica, and Cambria. Keep it to a maximum of 3 fonts. Utilize whitespace. Don't overuse colored fonts.

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6 Keep all headlines at a font size visible from 4-6 feet away.

7 Consider contrast

White text on dark background, black text on white background. Don't make your viewers squint to read about your work.

8 Use a second set of eyes

After hundreds of hours on the research, formatting and now preparation of your poster, you may have become blind to obvious omissions or typos. Your coworker owes you a favor...have them take a look!

9 Always include your contact information

Another obvious one, but if you're not in the poster hall when someone walks by your poster, you still want them to know how to contact you.

10 Prepare a Pitch

Learn how to communicate your research succinctly and with impact. Take the time to prepare a 2 minute pitch as well as longer, 5 minute, pitch to quickly take attendees through your work. Use the appropriate pitch based on the interest level of the attendee.