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Poster presentations

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Course: Research Methodology for Information Technology

Lecture 5, part 2

April 11, 2019





My best critical friends

I keep six honest serving-men,
They taught me all I knew;
Their names are What and Why and When
And How and Where and Who
~Rudyard Kipling

The Elephant's Child (1902)



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Presenting your work as a poster

Remember:

- You usually get more interesting scientific contacts at a poster session than from an oral presentation – take advantage of this!

Reflect on:

- What is my goal?





Basic questions

- Who is the audience?
- Where is the poster presentation?
 - Big or small room? Likely to be crowded?
- When is the poster visible?
 - Whole conference, all day, or only poster session?
- What size should the poster be?
- How should the poster be hung?
 - Will the material be provided? Be prepared, if not!
- Why a poster?



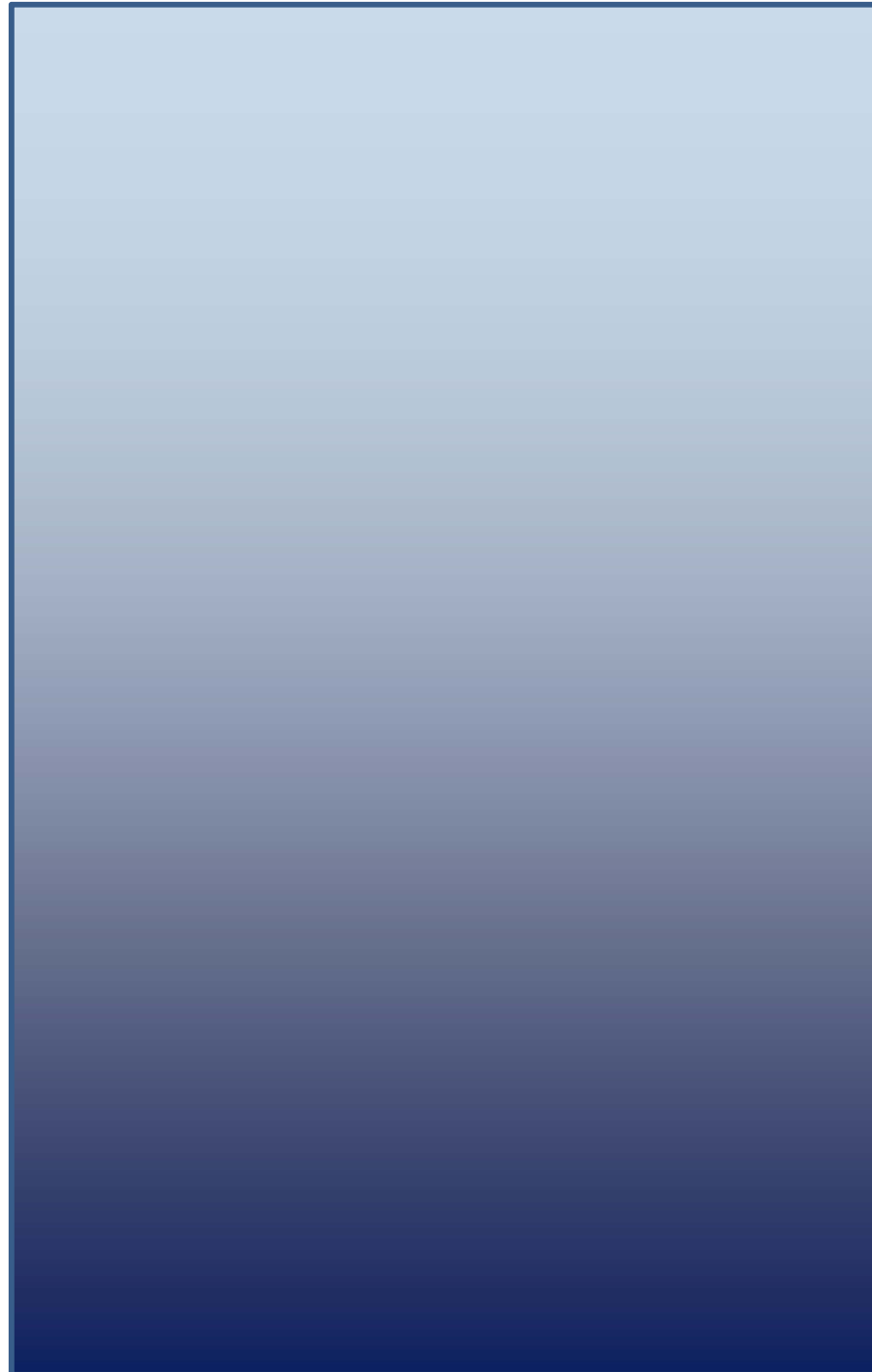
Preparations

- Do not underestimate the preparation time.
Leave time to consult your supervisors and for the poster to “mature”.
- It is preferable that you use new examples and illustrations in the poster compared to the paper. Prepare those while writing the paper!
- Consider what the main message is. Prepare some catchy headlines to get across. Think about the layout as that of a newspaper page (without the text blocks).
- Sort through your material in three heaps:
 - what *has to* be included
 - what *could* be included
 - what *cannot* be included (biggest heap!)
- Look at various posters at home and abroad.
Take the time to think about what you like and what you do not like.
What raised your interest and what was not such an interesting poster?



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Centre of attention at a poster



UU logo

Title

Authors

Short abstract

Images

Figures

Short conclusion

Tables

Main references



Poster contents

- *Less is more* is the main message. The poster is *not* a shorter version or a summary of your paper. It should initiate interest, start discussions, create contacts and make people want to read your paper.
- Include the UU logo and those of any outside co-authors. But do not clutter up with all address and contact info – give out your UU business card instead. Organisation, city and country are sufficient, for us: “Uppsala University, Sweden”.
- Most of the suggestions for presentation slides are valid for posters. Think of the poster as a large slide – or better a “composite” of four slides. You cannot get more into the poster than that! It is especially important to use pleasant colours for large areas. (It is not the background that is the message!)



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Poster contents II

- Have very little text. Short parts from the Abstract and from the Conclusions are sufficient. For the rest, use images, diagrams, and headlines.
- If appropriate, a “running example” is a good way to present your method, illustrating the different steps of your method with a *short* text following each. Then you can discuss each step with the costumers.
- Collect all your “floats” (images, diagrams, text boxes) and start placing them on the poster. This will probably create a number of versions to discuss with supervisors and colleagues. Some floats may have to be abandoned. Others modified.





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Poster contents III

- Have some sort of order among your “floats”, for example, two columns. Align things both horizontally and vertically or have a large enough difference to make it clear that the floats are on different levels.
- Never bring a poster to a meeting that you have not shown to and discussed with at least five colleagues!
- Use a poster tube for travelling and take it as hand luggage (but do not make any jokes about bazookas at the security check!).





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Printing services

- Print your poster on campus, room 1232
<https://www.it.uu.se/datordrift/faq/poster>
- Order UU business cards
<https://mp.uu.se/en/web/info/stod/kommunikation-riktlinjer/visitkort>





Presentation time

- Put up your poster in the correct place as soon as you are allowed to.
- Be by your poster at session start and stay the whole time. Do not be tempted to walk around looking at other posters or talking with your neighbouring presenters even if there is a lull.
- Try to talk to everybody who stops by. Do not spend all your time and attention on a single interesting “customer.” Instead suggest meeting at the coffee or lunch break if one person is of particular interest.
- Bring a bunch of A4 copies of your poster to give out (if things are too small to see on A4, your poster is too crowded!) Also bring a bunch of UU business cards and hand out as many as you can. If the poster is allowed to be up when you are not there, then place holders for A4 and business cards by the poster.
- If the poster can stay up before and/or after the poster session, let it. The more that see it, the better. If this means you cannot take it home, then you can always print a new one on return to hang in your office or the corridor).



Poster teasers

- At some conferences with large poster sessions, you will be given the opportunity to give a 1-3 minute advertising talk about your poster.
- Prepare the teaser as you would any presentation, but do *not* try to make a “short version” of a normal oral presentation.
- Do not use more than two slides (even if allowed, which it usually is not) and do not put more on them than you usually would.
Avoid text – that will get you no costumers!
- Do not talk at sport reporter speed. Instead, use the best formulations from the Introduction about “what is the problem?” and the best from the Conclusions about “what did we achieve?”
- Show the best illustrations from the poster on the slides so people will recognize it from your short talk when passing by the poster.



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