# TIPS TO CREATE AN EFFECTIVE SCIENTIFIC POSTER

The most important suggestions and practical guidelines to prepare and write your scientific poster

# Introduction

- Abstract and poster presentations are widely used at scientific meetings, conferences, and assemblies to communicate research findings in the biophysical sciences, medicine, nursing and allied health professions.
- A poster presentation is an opportunity to clearly and effectively communicate the results of your research to peers and colleagues.
- Developing an effective poster presentation is a skill that is easy to learn and provides a rewarding way for you to present the results of your research giving them the right value.

# The purpose

- The purpose of a poster presentation is to clearly and effectively communicate the results of your research to your peers in a format that stimulates interaction and discussion.
- There are 3 types of poster presentations:
    1. an original study typically leads to a traditional research report, using an accepted research methodology
    2. an evaluation of a method, device, or protocol generally describes a systematic evaluation of a newer technique or device
    3. a case report presents an uncommon clinical case that has exceptional educational value. A case report can also report the effect of a new or improved method of management or treatment.

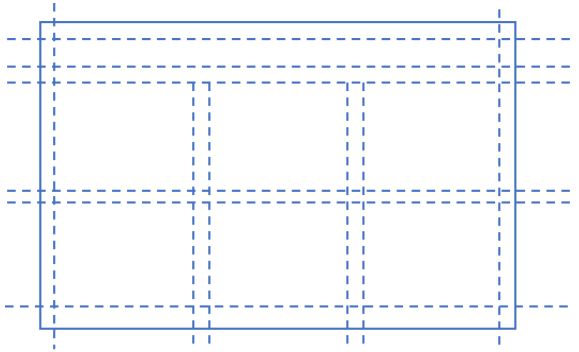
# Basic elements

- Methods for presenting your research poster include:
  - the use of bullet points,
  - tables,
  - figures,
  - photographs,
  - diagrams.

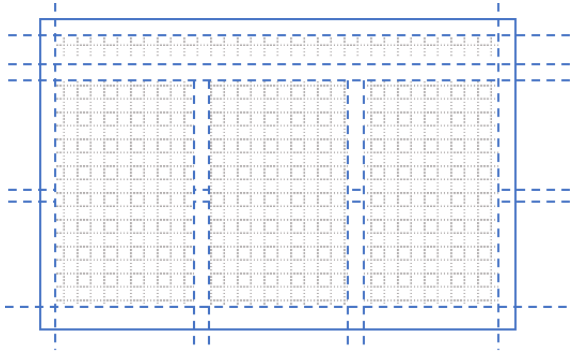
- The traditional components of a research report includes:
  - abstract,
  - introduction (or background),
  - methods,
  - results,
  - discussion,
  - conclusions.

# SPACES

- Divide the page into boxes that will accommodate the different sections and insert white space between them.



- Distribute the succession of information into columns according to the natural reading order, which goes from top to bottom and from right to left.



# TECHNICAL TIPS

- Pay attention to differentiate font points when considering title or text.

| | Suggested font | Minimum font |
|---|---|---|
| Title | 120 | 72 |
| Heading | 90 | 60 |
| Secondary Heading | 72 | 48 |
| Text | 36 | 28 |
| Note | 24 | 18 |
| Legend | 18 | 18 |

- San serif font are more legible. As first choice, consider to use: Calibri, Trebuchet, Verdana, Arial. As second choice: Times New Roman, Bodoni, Garamond, Minion.
- Avoid to use shading and underlined fonts.
  Capital letters are suggested for titles.
  Bold fonts can be used to show key words or for section subtitles.
- Colors: black words on white background is the best choice. alternatively, better use monochromatic colors, such as Navy (RGB 0, 30, 102) or Blu (RGB 0, 0, 255).
- Read more details on www.vademedicum.it, "Il poster scientifico"

# ABSTRACT and INTRODUCTION

- **ABSTRACT**: must accurately summarize the hypothesis or research question, the methods, the data, and the conclusions described in the other sections of the poster.

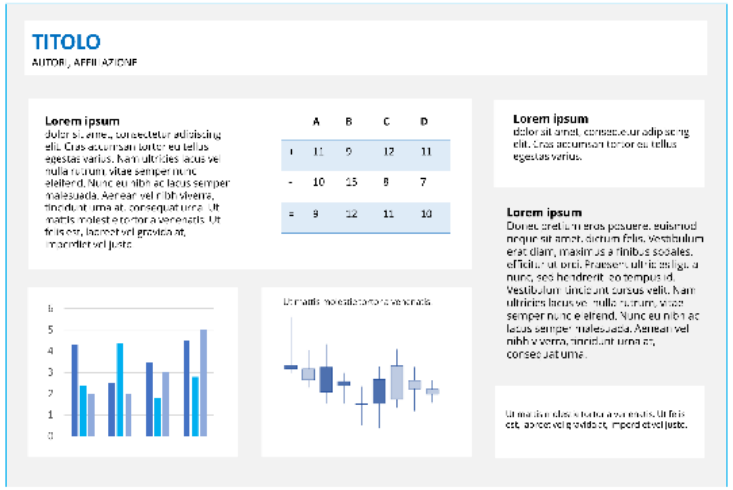
- **INTRODUCTION**: should address the question, "Why did you start this research?"
  This section defines the topic and explains what was studied and why. The introduction should also include your research question(s) and/or the hypotheses tested.

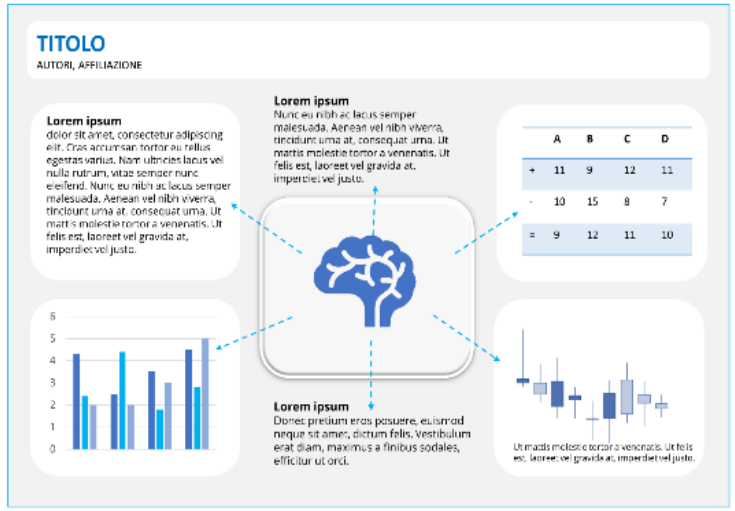
# Focus on methods

- Considering a clinical trial, the methods section should indicate:
  - the population and subjects studied
  - how subjects were selected
  - how subjects were assigned to the study groups (randomly or by some other means)
  - the interventions or exposures, procedures, and/or protocols you studied
  - whether the subjects and/or the researchers were blinded
  - what devices you used (include the model name/number, manufacturer name, and what city and state the manufacturer is in)
  - what outcomes were measured and how (data analysis and/or statistics)

# RESULTS

- This section includes your statistical analysis and tables and/or figures showing your data.
- Tables and figures should be used to clarify and depict your study's results, and they should be clear, self explanatory, and uncomplicated.
  Figures must include legends.



# DISCUSSION and CONCLUSIONS

- **DISCUSSION**: what you think your results mean.
  This section may also present supporting evidence from published reports. Any contradictory findings should be addressed, and the limitations of your study should be described.

- CONCLUSIONS: should directly relate to your study's research questions and hypotheses and should be supported by and consistent with your study results. In a poster, conclusions could be also included in discussion section.

# References


- David C Shelledy PhD RRT. How to Make an Effective Poster. RESPIRATORY CARE • OCTOBER 2004 VOL 49 NO 10.
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- BuketGundogan et al. How to make an academic poster. Ann. Med Surg. Vol 11, Nov 2016, Pages 69-71.
- Wright V, Moll JM. Proper poster presentation: a visual and verbal ABC. Br J Rheumatol 1987;26(4):292–294.
- Moneyham L, Ura D, Ellwood S, Bruno B. The poster presentation as an educational tool. Nurse Educ 1996;21(4):45–47.