



2023 Rocky Mountain Research Forum  
Tips for Poster Presenters

Suggestions for a Successful Poster Session

*Adapted from the Society of Teachers of Family Medicine*

**OBJECTIVE OF THE POSTER SESSION:** The purpose of the poster session is to provide an opportunity for the conference participants to become acquainted with your project or study quickly and easily.

**DISPLAY FORMAT**

Each presentation is allocated space for a poster 4ft (48 inches) wide by 3ft (36 inches) high. You may also prepare several smaller panels organized together in the poster space (a less popular option).

Viewers will be standing from three to six feet away from the poster, so lettering should be easily legible from that distance. Please present succinct data in graphic, tabular, or chart form and provide further explanation to those who might stop and discuss your work with you. Viewers often look for content to flow from their left to right, and poster authors often organize their content and graphics in columns or groupings that move from the viewer's left to the right.

Authors usually display the following information: a brief statement of the study question or problem, a brief description of the methods used or main program elements, graphs or figures depicting the results, and conclusions and/or recommendations. References and acknowledgements are often provided, sometimes in a font that is smaller than other poster content. Remember that the presentation is primarily a visual one, and make maximum use of figures, graphs, diagrams, and flow charts on the panels used.

**TIPS FOR PREPARING A POSTER**

The major components of an effective poster presentation include:

- Statement of the Problem
- Materials and Methods
- Results
- Conclusion/Recommendations

**GENERAL ADVICE**

- Use a minimum of text (common rule – text should not exceed 25 lines per page).
- Use lists, “bullet-points” or phrases instead of complete sentences when possible.
- Add visual interest by incorporating images or graphs.
- Before final production of your poster, seek feedback from one or more trusted colleagues about poster content, organization and visual design.
- If a handout accompanies your poster presentation, label it clearly.
- It's a good idea to show your poster (printed or electronically) to a colleague and practice talking through the major points with them. Have them ask you questions so you can practice answering. You should be prepared to describe the major points of your project succinctly and clearly to an audience member and anticipate questions you may be asked.