

# Developing Impactful Conference Posters



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# Posters should be:

1. Simple and self-explanatory (use a handout for details)
2. Clear: white space (30-40%) and graphics, text only 25%
3. Readable: Banner read from 8 feet, text from 4 feet (all font  $\geq 28$ )
4. Concise: Can read each text box in  $\leq 30$  seconds
5. Visually appealing with a nice flow

**Best poster has great visual appeal with a really "cool" idea or project**

# TOP BANNER

- Title (at least 72 point font – 1 inch high)
- Authors and affiliations. Use first names if there is room. (at least 48 point font, 2/3 inches high and centered)
- School logo and/or photos in corners if desired (can make it look busy)

# Left Panel (1 foot wide)

- The Cool Idea or innovation
- Background and Need
  - Why this topic is important
  - What have others done (building on the past)
  - What your needs assessment showed or description of local need
- Question or Purpose
  - Outline the purpose of “this” project or the question the study is addressing

# Middle Panel (2 feet wide)

- **Methods and Results (if available)**
  - Describe the subjects and methods
  - Display any data
  - Photos, graphics, & tables work well to focus attention



## Project & Site Scholarly Activities

Example Scholarly Activities	Project Team	Site Teams
Posters at National Meetings	4	1
Posters at Regional Meetings	1	3
Posters at CSAM Educational Meeting	0	4
Presentations at National Meetings	3	0
SUDs Workshop Leader/Facilitator	5	3

# Right Panel (1 foot wide)

## Examples

- Discussion
- Lessons learned
- Impact on field
- References (optional): 5 or fewer

# More Hints

- Use white space generously (30-40%)
- Text should cover no more than 25%
- Each table & graph separated
  - Make sure ALL elements are clear from a distance of 4 feet.