Coffee & Bit(e)s
THE COFFEE LECTURES FOR SCIENTISTS

Innovative conference posters
How to create posters that effectively present your research?

UNIVERSITY LIBRARY BERN
Aline Frank, Nuria Plattner, Michael Horn, and Silvan Christen
www.unibe.ch/ub/sciencelibrary
Poster session – what experience?

😊 Great to share your findings and learn about other people’s research

❗ But: Poster sessions are often not satisfying for presenters and attendees
Problem of traditional poster sessions

> **Presenter**
  - Invested a lot of time for preparing the poster
  - Is disappointed because poster receives little attention during poster session
  - Has only few interactions with attendees

> **Attendee**
  - Has a hard time to read the posters
  - Spends too much time at single posters
  - Has difficulties to catch all relevant information in the short time given

"Normal" posters are not effective for communicating research
The traditional poster design

Traditional posters

> Massive amounts of text, only few pictures and graphs

“Unicorn” posters

> Colorful, contain infographics

Rich content, yet…

! Wall of text and numbers

! Only efficient if people **read** the poster **carefully**
How to improve academic posters?

- Maximize insight, maximize impact
- Make it easy for both presenters and attendees
- Keep what is working well
- Follow general poster session requirements

https://wrrc.arizona.edu/conferences/2018/abstract
Idea by Mike Morrison

- Video: «How to create a better research poster in less time (including templates)» [youtu.be/1RwJbhkCA58](youtu.be/1RwJbhkCA58)
- Twitter: #betterposter, @mikemorrison
- Templates: [https://osf.io/6ua4k/](https://osf.io/6ua4k/), updated on April 8
How to improve academic posters?

1. Key message of your study in plain language at the poster’s center
2. Detail tables and figures in one bar (“ammo bar”, cheat sheet presenter)
3. Study overview in another bar (“silent presenter bar” for reading)
4. QR-Code leads to additional information (paper, project homepage, etc.)

This is the study’s key message, translated into plain English. Important words emphasized.

QR-code leads to the full paper
Examples – #betterposter on Twitter

May 5, 2019
Does it work?

Jacqueline Dron
@jsdron

I've never had so many people come by my poster before! My debut #BetterPoster design at #LHRD19 was a success! 😍💪

For those intrigued by the new design, check out the awesome video by @mikemorrison!

Martin Prusinkiewicz @mprusink

New forward thinking poster design from @jsdron emphasizing the take home message of her project on the genetics of individuals with hypertriglyceridemia at #LHRD19!
Critical voices

Daniel Kaiser  
@kaiserdaniel13

Antwort an @IceVisLab

I still don't see why this is a good poster at all. Posters give you lots of real estate for clear results figures and readable key points. Of course you can push these to the side and use the space for a too big heading that is so low people will stand in front of it. But why?

Most of these, are better than the "better poster" proposal. Most posters would benefit from a very simple rule: Remove 80% of your text. That does a better job than pushing the walls of text to the sidebars. I was just startled how viral the #betterposter got, somehow. :)

02:34 - 30. Apr. 2019

04:31 - 30. Apr. 2019
Conclusion

“We don’t have to pick a side: The middle is a fine place to be. Take the good parts of the new format, keep the useful aspects of the traditional format, add in your own ideas, and create something better.” Andrew R. Smith

Use whatever works best for you – and try it out at your next conference 😊
Get the #betterposter templates

https://osf.io/6ua4k/

More Formats

- **Portrait Template**
  
  [Link](https://osf.io/g6xsm/)

- **R/Markdown Template**
  
  [Link](https://t.co/UsW4crPZO?amp=1)

  - Reproducible (LIVE) HTML poster (e.g., moving GIFs if you’re into that)
  - Printable to PDF
  - Supports google fonts
  - Click for full features list...
And some literature for comparisons

E-Books at swissbib Basel Bern:

**Academic & Scientific Poster Presentation**

_A Modern Comprehensive Guide_

Verfasser / Beiträgernde: by Nicholas Rowe  
Ort, Verlag, Jahr: Cham : Springer International Publishing, Imprint: Springer, 2017  
Beschreibung: 1 online resource (XV, 170 p. 27 illus., 22 illus. in color.) ; online resource  
Format: Buch (online)  
Online Zugang: [Uni Basel: Volltext](#)  
[Uni Bern: Volltext](#)

**Designing science presentations**

_a visual guide to figures, papers, slides, posters, and more_

Verfasser / Beiträgernde: Matt Carter  
Beschreibung: 1 online resource (xxi, 360 pages) ; illustrations (some col.)  
Format: Buch (online)  
Ausgabe: 1st ed  
Online Zugang: [Uni Bern: Volltext](#)
Irreproducible results in scientific articles

Can we trust published literature?

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Dr. Nuria Plattner, UB Bern

Tuesday, 14th May 2019, 3:15pm

ExWi building, Sidlerstrasse 5, room B077

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THANKS FOR YOUR ATTENTION

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