Innovative conference posters

How to create posters that effectively present your research?

Aline Frank, Fachreferat Naturwissenschaften, UB Bern
Coffee & Bit(e)s fall 2019
Poster sessions
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
Traditional poster design
Requires careful reading

Traditional posters
• Lots of text
• Only few pictures and graphs

“Unicorn posters”
• Colorful, containing infographics

Rich content, but...
...a wall of text and numbers
...only efficient if people have time to read the poster carefully
Traditional posters
Not efficient for communicating research

Presenter
• Invests a lot of time in preparing the poster
• Is disappointed because poster receives little attention during poster session
• Has only few interactions with attendees

Attendee
• Does not have time to carefully read the posters
• Spends too much time at single posters
• Has difficulties to catch all relevant information in the short time given

youtu.be/1RwJbhkCA58
What should a scientific poster do?

Goals

- Provide all *relevant* information
- Fulfill high scientific standards
- Be eye-catching and outstanding
- Be pretty
- Make main message easy to capture
- Work as stand-alone or presented poster
- Require reasonable time investment
Ideas for effective posters
Approach by Mike Morrison

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 for presenter)
3. Study overview in another bar ("silent presenter bar" for readers)
4. QR-Code leads to additional information (paper, project, etc.)
5. “Hat icon” = memorable

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

QR-code leads to additional info
Ideas for effective posters
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https://osf.io/ef53g/
• Twitter: #betterposter, @mikemorrison
• Video: «How to create a better research poster in less time (including templates)»
youtu.be/1RwJbhkCA58
• Templates (also for portrait format):
  https://osf.io/6ua4k/, updated on 10/20/2019
→ Highly recommended
Ideas for effective posters
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Does it work?

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

Many examples on Twitter; see #betterposter
Ideas for effective posters
Better Posters Blog by Zen Faulkes

http://betterposters.blogspot.com
Poster critiques and tipps

Most popular poster on the blog
Titles
Abstracts
Logos
The Cosmo principle
Entry points
Boxes
Text blocks
No frickin’ Comic Sans
Tables
References
The “arm’s length” test

17 OCTOBER 2019
Critique: The Amazing Spider-Poster!
A few weeks back, I introduced Charles Cong Xu in a post about wearing distinctive clothing as a networking tool. You may recall Charles presented his poster kind of like this:
And some literature from our catalogue

E-Books at swissbib Basel Bern

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**Academic & Scientific Poster Presentation**

A Modern Comprehensive Guide

Verfasser / Beiträgende: by Nicholas Rowe

Ort, Verlag, Jahr: Cham : Springer International Publishing, Imprint: Springer, 2017

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**Designing Science Presentations**

a visual guide to figures, papers, slides, posters, and more

Verfasser / Beiträgende: Matt Carter

How to create effective posters?

Summary

✓ Tell a story: Carefully choose and present your main message in a well readable form

✓ Reduce content to the max:
  ✓ Little text
  ✓ Only few pictures, graphs and/or tables
  ✓ Big font sizes

✓ Reduce effort, maximize output:
  ✓ Don’t get lost in details
  ✓ Use templates

https://wrrc.arizona.edu/conferences/2018/abstract
Thank you for your attention

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Coffee & Bit(e)s fall 2019

@ www.unibe.ch/ub/sciencelibrary ➔ see «Coffee & Bit(e)» for lecture notes