



Tips and Best Practices for Professional Presentations

Poster Presentations

Poster sessions are a popular means for sharing current research or the mechanisms of recent projects. An effective poster presentation highlights, with visual display, the main points or components of your topic. Posters may include a description of an innovative program; an analysis of a solution to a problem; a report of a research study; or any other presentation that would benefit the larger community.

Content

- Remember to follow any guidelines required for posters given by the Conference Committee.
- Create a visually appealing layout with enough blank space for readability. Avoid using too much dense text or, alternatively, a sparse bulleted outline format.
- Focus on making sure that you convey the most important parts of your project first. Avoid the temptation to oversimplify your work because of limited text space.
- Include evidence of how you evaluated your project: if you gathered feedback from patrons, did a survey, or found another feedback mechanism, please show this in your poster.
- Every poster should include a clear, concise title, the name and affiliations of the presenters, and a brief abstract (250 words or less) that describes the purpose and findings of the project that the poster describes.

Visuals

- Use easy-to-read, sans-serif fonts (e.g. Arial, Calibri, Helvetica): size 60 or larger for headings; 36 or larger for body text; limit to only two or three different fonts altogether. Short, large-text titles and headings enable people to read your poster from several feet away; even better, they are eye catching from afar.
- Check for strong color contrast throughout. Remember that colors on a screen can look different once printed on paper.
- Enhance viewer understanding of your project using visuals. Charts, graphs, and other images help to break up the text. Be prepared to summarize the content of these visuals aloud to viewers.

Presentation

- Plan a short description of your research and findings that you can share when people come to talk to you.
- Ask questions of viewers and passers-by to engage them and find out what their interest might be in your work.



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Resources for Further Exploration

- American Library Association. (2016). [General tips for submitting poster sessions.](#)
- American Library Association. (2017). [Poster presentations \(at conferences\).](#)
- Kiefer, K., Palmquist, M., Barnes, L., Levine, M., & Zimmerman, D. (1994-2012). [Poster sessions: Writing at CSU guide.](#)
- Stoss, F. (2016). [Poster presentations: Designing effective posters.](#)
- Web Accessibility in Mind (2017). [WebAIM Color Contrast Checker.](#)