



What do you do for a poster presentation?

Advice from Jeffrey Borkan, MD, PhD, Chair of Family Medicine

Prepare

- Make sure your poster is right for the setting, well organized, readable, and draws in the eye
- Have copies of your poster ready on standard paper, that includes your contact information – the number of copies is usually about 1/3 to 1/5 of the number of attendees
- Consider having a sign up sheet “for more information” - if this is helpful to you or you want to send out more material later
- Have an “elevator speech” prepared – the 2-3 sentences that summarize the main point of your work and why it is important/memorable. This can be done in several manners, but should be fairly catchy, easily understood sound bites that include:
 - what the study is about
 - main point(s) of what you found
 - how it will influence something of importance [whatever that is – such as clinical care, the community, global health, research, your career, etc.]
- Make sure your poster is hung at eye level and if possible, try to be where there is maximal attendee flow and visibility

At the time of the poster presentation

- Wear a name tag
- Stand in front of your poster or ideally at one side
- Engage people as they come up – pointing out the main points of your poster and delivering your elevator speech (this same speech may occur scores of times)
- Ask people if they have questions
- Gather names/cards of people with whom you want further contact – collaborators, interested students and faculty, journal publishers, etc.

After the poster presentation

- Take down your poster and store it safely (you may need it again)
- Get feedback on how to present even more effectively the next time!