

Mastering Poster Presentations and Crafting Effective Conclusions

# The Outline:

- Objectives, Functions, and Issues
  - Academic/Scientific Quality
- Visual Impact
  - Key Points and Title Test
- Engagement Zone
  - Within 2 Meters
- Effective Message Conveyance
  - Visual and Textual Integration

- Poster Power Dynamics
  - Scale, Diversity, and Quality
- Software Platforms
  - Traditional and Electronic Tools
- Conclusion Mastery
  - Effective Techniques and Endings

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Poster Presentations: Objectives, Functions, and Issues







## **Visual Impact:**

Vivid displays for key points.

Enhances engagement and understanding.

# Scale and Diversity:

Ranges from 20 to hundreds.

Diverse showcase of impactful research.

## **Efficient Selection:**

Title and abstract in proceedings.

Delegates efficiently choose of interest.

# Poster Presentations: Objectives, Functions, and Issues

### **Visual Medium for Key Points**

- Utilizes structured formats like IMRAD.
- Closer to an "illustrated Abstract" concept.

### **Integration of Visual and Textual Elements**

- Sections include introduction, methods, results, and discussion.
- Incorporates graphs, illustrations, and overall format.

### **Effective Message Conveyance**

- Overall format captures viewer's attention.
- Successfully communicates the intended message.

Poster Presentations: Objectives, Functions, and Issues

An academic/scientific poster, while requiring detailed information, is not a journal article on display. It serves as an interactive medium, aiming to stimulate dialogue between the viewer and the presenter, striking a balance between arousing interest and providing information.

# **Poster Power: The Title's 3-5 Second Test**

 When viewers approach a poster, the title is the first thing they see. If it's clear and interesting from a distance, they' likely come closer within 3–5 seconds.





# **Viewer Engagement Zone: Within 2 Meters**

Potential

Viewer

• As viewers approach within 2 meters, they enter "the viewing zone," where they can grasp the main details without committing to @ 3m interaction. In this space, viewers can ask questions, using the poster as a reference point for facilitated dialogue with the presenter.



## Academic/Scientific Quality Oral Presentation

### •Conference Presentations Significance:

- •Opportunity to share work and fulfill personal needs.
- •Addresses belonging, esteem, and self-actualization.

### •Oral Presentations Visibility:

- •Being selected signifies recognition.
- •A visible aspect of conferences.

### •CV Inclusion Value:

- •Conference presentations enhance CV.
- •Marks of esteem, achievement, and professional engagement.



Academic/Scientific Quality Poster Presentation

 Poster presentations have now become the predominant medium of knowledge dissemination at conferences, in terms of the numbers of presentations delivered. *Top 10 highest contributory fields* 

1. Medicine 59,233 2. Engineering 7669 3. Biology 7294 4. Anatomy and phys. 6131 5. Education 5464 6. Psychology 5422 7. Public health 5142 8. Chemistry 4325 9. Pharmacy (+) 3195 10. Lang. and lit. 2409

# Software Platforms for Traditional and Electronic Posters

## **Traditional Poster Design Tools:**

- •QuarkXPress
- •InDesign
- •Freehand
- •OmniGraffle
- •CorelDRAW

## **Electronic Poster Design Tools:**

- •Microsoft PowerPoint
- •LaTeX
- •Scribus
- •Illustrator
- Inkscape
- PosterGenius



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# **The Importance of Conclusion**

## • Message:

- Summarizes main points.
- Leaves a lasting impression.
- •Impact:
  - Reinforces core ideas.
  - Guides audience's final takeaway.
- •Note:
  - Example:

"In conclusion, our journey through XYZ has revealed the critical role of A, the impact of B, and the potential of C."

# **Effective Techniques**

## •Closure Strategies:

- Recap key insights.
- Pose thought-provoking questions.

## •Engagement:

- Encourage reflection.
- Create a memorable ending.

## •Note:

 Example: "Let's revisit the pivotal moments we explored today. How might these insights shape your perspective moving forward?"

# Ways to End Effectively

## •Actionable Takeaways:

- Propose actionable steps.
- •Inspire further exploration.

## •Memorable Closing:

- •Use impactful quotes.
- End with a powerful statement.

## Note:

•Example: "As you leave today, consider implementing X in your daily routine. Remember, small actions lead to significant change."

# Ways to End Effectively

- **1.** Signalling the end of the presentation.
- 2. Summarizing the main points.
- 3. Recommending or suggesting something.
- 4. Inviting questions.

Look at these sentences from the presentation and put them in the correct category in the table.

- 1 I'll just run through the three different options ...
- 2 We'd suggest ...
- 3 Now I'll be happy to answer any questions you may have.
- 4 We'd therefore recommend that we ...
- 5 Before I stop, let me go through my main points again.
- 6 Well, this brings me to the end of my presentation.

Now add these phrases to the table above.

a Thank you all for listening.

- b In my opinion, we should ...
- c We just have time for a few questions.
  d To sum up then, we ...
- e OK, I think that's everything I wanted to say ...
  - Are there any questions?
  - h As a final point, I'd like to ...
  - Just to summarize the main points of my talk ...

- g I'd like to run through my main points again ...
- I'm now nearing the end of my talk ...
  - k What I'd like to suggest is ...

# Thank you