

## Best Practices for Delivering a Successful ePoster Presentation at ATA 2016

### 1. Please follow these guidelines for an e-poster presentation

- Your designated speaking time allotment is 20 minutes.
- Plan to use 2/3 of the allotted time for presentation and plan the rest for interaction with the audience.
- The recommended ePoster presentation format is as follows:
  - Slide 1: Title, Authors, Disclosures
  - Slide 2: Objectives, Introduction
  - Slide 3-4: Materials & Methods, Background
  - Slide 5 - 8: Results, Data, Outcomes, Lessons Learned, Solutions, Take Aways
  - Slides 9 -10: Conclusions

### 2. Remember the purpose of a poster presentation:

- To share your knowledge about an area of expertise, program, or research
- To network with colleagues who are interested in your work or research
- To raise the visibility of your organization or academic institution
- Presentations must be no-commercial (click here for USF Link)
- Presentations should focus on evidence/data, most innovative components, practical take away and lessons learned

### 3. Keep in mind that effective posters communicate their information visually:

- Posters should connect with viewers.
- Posters should direct and hold the attention of viewers.
- Posters should provide enough information to aid the viewers' understanding in an easily digestible amount.
- Graphs are helpful ways to represent and summarize data.

- Diagrams are effective ways to communicate process flows or program structures.
- Photographs add visual appeal
- Accentuate the most important information, or what you would like your viewers to "take away" from your presentation.
- Present only relevant information that informs your "take away" message. Do not include details that would detract from your message.

#### **4. Appreciate the advantages of a poster presentation over an oral presentation:**

- You will potentially reach a larger number of people than in a standard oral presentation.
- If your poster is appealing, you may attract people who may not otherwise be interested in your work or may not be in your field.
- While you raise awareness of your work, you are simultaneously networking. Poster presentations are a great way to make a first impression. Make yourself memorable!