



How to prepare a poster presentation (1/2)

By Alexandra Giraud and Eva Roy



Presenting your work as a poster presentation allows you to share your research in a concise and visual way. It is an excellent opportunity to exchange ideas with other researchers, receive constructive feedback and make your research more visible in an interactive setting.

Organising the poster

A poster should be clear, concise and engaging. It generally follows the following structure:

1. **Title and authors:** Choose an eye-catching, informative and concise title. List the names of all authors along with their affiliations, following your laboratory's signature guidelines.
2. **Introduction and research question:** Set out the context and significance of the research. Clearly state the research question and goals.
3. **Methodology:** Briefly explain the methodology used (population, tools, procedure). Use diagrams or graphs to illustrate the procedures (if relevant).
4. **Results / Expected results:** Present the results in the form of graphs, tables or figures.
5. **Discussion, implications and conclusion:** Briefly discuss the results of your study in relation to the literature and summarise the theoretical and practical contributions. Begin your discussion by outlining the limitations of your study and suggesting opportunities for future research.
6. **References:** List all of the references used in the poster.

Visual aspects

- **Structure the content:** Divide the poster into clearly identifiable sections.
- **Minimise text and maximise visuals:** Give priority to graphics, diagrams and images. Use short, punchy sentences.
- **Use a legible font:** Minimum 72 pts for the title, 50 to 65 pts for subheadings and 30 to 40 pts for the main text.
- **Use contrasting colours:** Light text on a dark background or dark text on a light background.
- **Space out the content:** Leave space between blocks of information to make it easier to read.



Prioritise simplicity and clarity.



Ensure that you comply with the conference's format requirements (poster size and orientation).



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Check-list before printing

- Does my poster grab the reader's attention within a few seconds?
- Are the most important elements immediately visible?
- Have I used relevant visuals to illustrate my point?
- Does the layout of the content make it easy to read and understand?
- Is my text clear and accessible to a non-expert audience?
- Have I used a font size large enough to be legible?
- Does my poster meet the event's format requirements?

Preparing for the exchanges

- **Anticipate questions:** Think about the points that might raise interrogations and prepare clear answers.
- **Be prepared to answer questions with an open mind:** Questions are not an evaluation; they are an opportunity for constructive discussion.
- **Treat criticism as a learning opportunity:** Even if it is delivered awkwardly, criticism can enrich your thoughts on the subject.
- **If you don't know, be honest about it:** It's better to admit that you don't know rather than to try to fill a gap with a half-baked answer. You can always say that you'll look into it and get back to the person.



Prepare a 2-3-minute presentation on your research to discuss with the participants



During and after the event

- **Don't compare yourself to others:** Everyone has their own style, pace and topic. Your topic is unique, and so is the way that you share it.
- **Reflect on your presentation:** Keep a record of your experience. What went well? What could you improve next time?
- **Celebrate your presentation:** Presenting at a conference is an important milestone in your PhD journey; every presentation deserves to be celebrated.
- **Network with kindness:** Make the most of the event to chat with other researchers and build connections.