

# GUIDELINES FOR POSTER PRESENTATIONS

## Versant Annual Client Conference

### General Information for Poster Presenters

- Please set up your poster during early registration the day prior to the conference or the morning of the conference between 7:00 am and 8:00 am.
- Posters will remain up until ***the end of lunch on the last day of the conference***. Please collect your poster at this time.
- Versant will supply an assigned poster presentation space. Poster ***must be no larger*** than 36" X 48". If you have any additional needs, please contact [clientconference@versant.org](mailto:clientconference@versant.org).
- Presenters are responsible for preparing handout material for session attendees. Versant will not produce any handouts. It is your responsibility to ensure that all materials contained in the presentation and handouts have the consent of authors and permission to use copyrighted or trademarked material.
- Sessions may be video or audio taped to share educational material with Versant clients and/or the production of marketing materials.

### Tips to Create your Poster

- There are several ways to create a poster (e.g. Photoshop) but one of the easiest is using PowerPoint. Feel free to use your organization's PowerPoint template (if applicable) and logo.
- Proofread the poster: at the beginning, with every revision, and before you confirm it's ready for printing.
- There are many internet resources for specific questions. For example, check out the YouTube video on how to design a poster at: <http://www.youtube.com/watch?v=m02leV4gxgE>

### Presenting your Poster

- Dress should be business casual.
- Arrive early at the display site/session.
- Unless you're confident the organizers will have proper supplies, bring thumb tacks or Velcro with you.
- Hang the poster so it is visually appealing to conference attendees.
- Make sure you are at the poster during your assigned presentation time.

# GUIDELINES FOR POSTER PRESENTATIONS

## Versant Annual Client Conference

- Focus on information and purpose of the poster.
- Points of discussion include:
  - The context of your problem and why it is important (Introduction)
  - The objective and what was done (Objective & Methods),
  - What was discovered (Results)
  - What the answer means in terms of the context (Discussion).
- Have business cards readily available. During off times place business cards and/or contact information in an envelope tacked to the poster board.
- If presenting with a group take turns at the poster and have others circulate to view other presentations
- Check out YouTube videos on poster presentations at:
  - <http://www.youtube.com/watch?v=cRNQjo2IstY>
  - <http://www.youtube.com/watch?v=vMSaFUrk-FA>