

Poster Presentation Information and Guidelines

The Poster Session at this year's Public Health Conference will be held on Wednesday, September 26, 2018 at 11:30 a.m. in Columbia, MO at the Holiday Inn Executive Center.

YOU MUST SUBMIT YOUR ABSTRACT AND SUBMISSION FORM NO LATER THAN FRIDAY, SEPTEMBER 1, 2018 TO BE ELIGIBLE TO PRESENT YOUR POSTER.

Please submit abstract and submission form to:

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Please review the following information regarding the poster session and requirements for the poster presentation.

General Conference Information

The poster session will be held on Wednesday, September 26, 2018 outside of the Convention Center at the Holiday Inn Executive Center. Holiday Inn is located at 2200 I-70 SW, Columbia, MO 65201. Directions and additional hotel information can be found online at www.holidaycolumbia.com.

Please arrive in plenty of time to set up your poster. Your poster must be set up no later than 11:00 a.m. The session will begin at 11:30 am and last approximately an hour and a half.

*Dress for the conference is business casual. Please dress appropriately for the conference. ****Note: It is a good idea to always dress as professional as possible when presenting at a conference. First impressions are typically the ones that last the longest.***

Poster Requirements

Your table display area will be approximately four feet by three feet (4' x 3'). You will be asked to share your table with one other presenter (due to space and table limitations). If space and table supply provides, you may be allowed a table to yourself, but that will not be determined until all presenters have been confirmed.

*Your poster **MUST** be free-standing. It is not possible to hang or display your poster on a wall, so please make sure it can either stand on a table, or sit on an easel. ****Note: If you chose to display your poster using an easel, you MUST bring one with you. The hotel does not have easels available for use during the conference.***

Your poster should be read easily by attendees from a distance. Generally, 20 point font is a good start. Much less than that makes it too small to the attendees to read while just strolling by.

There are two types of poster which are acceptable for this poster session. Both should be approximately 36" x 48" and must be free-standing - either on top of a table, or with the use of an easel.

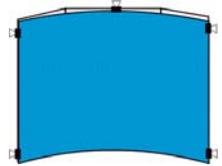
1. Tri-fold Presentation Poster

- a. These style poster boards can be found at a variety of office supply stores (Office Max, Staples, Office Depot, etc). They have also been found at stores such as WalMart, Target, K-Mart, Walgreens, etc.
- b. Tri-fold poster board comes in a variety of colors. There is no requirement as to the color of the poster, however traditional colors tend to be more professional. You want your poster to look appealing and inviting, so keep that in mind when choosing the color of the board, as well as the paper and fonts.

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2. Professional Presentation Poster

- a. These posters are typically created using Microsoft Power Point or a similar computer program and are generally printed off as one poster (not a combination of single pages).
- b. Although printing these types of posters can be costly, they are typically more professional looking. These can be printed at most printing service locations (such as Kinko's, Office Max, etc). Many schools offer discounts on these printing services, so check with your professors before going to an outside vendor (they will likely be more expensive).
- c. If you chose this type of poster, remember that the poster **MUST** be free-standing, which these typically are not. Although displaying these types of posters on a table is not ideal, it can be done. You have two options for displaying this type of poster:
 - i. Display using an easel. Make sure your poster is on sturdy enough material to withstand sitting on an easel. You do not want it to fall over if you take your hands off it.
 - ii. Display using a standard tri-fold poster board. Use binder clips at each end (top and bottom to keep the corners from rolling in) and at least one at the top (in the middle) to produce a smooth look. You do not have to fold the poster to match the folds of the tri-fold, simply clip as described and the poster will be curved.



Presentation Tips

You are responsible for set up, as well as tear down of your poster. Make sure to arrive on time and be set up by 11:00 am. Take your poster with you when you leave, posters left behind will be discarded.

You are required to stay with your poster to answer questions of the conference attendees. Please plan on being at your table with your poster at all times.

It is important to conduct yourself in a professional and mature manner during the poster session. In many cases these individuals may turn out to be your future employer and/or colleagues.

It is acceptable to bring handouts related to your topic. You can provide them with a copy of your paper and/or research. Additional information regarding your topic is also acceptable, such as a brochure or fact sheet. A sign up sheet for additional information is a good idea as well.

Be prepared and be confident. Conference attendees are likely to ask questions regarding your poster and research, be prepared to answer these questions. They won't expect you to be an expert, so if you aren't sure of the answer, get their contact information and ask them if you can get back with them.

Poster Layout

Keep it simple. You want your poster to be organized, concise, and easy-to-read. Use short statements and paragraphs; use concise, bullet pointed lists if possible.

Organize the information so it flows logically. The poster should walk the viewer through your research, starting with the introduction and objectives. Next you discuss the materials and research methods, your results, and a summary or conclusion of your findings. Finally, if it is appropriate, give recommendations based on your research. ***Note: Information should flow from top to bottom, left to right.*

Utilize your space efficiently. Your poster should have a good visual balance of figures and text, separated by white space. Balance occurs when images and text appear symmetrical. Space the information and pictures appropriately so one side doesn't look more crowded than the other and things appear balanced. Reflecting symmetry in your poster shows professionalism and attention-to-detail.

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Characteristics of a Good Poster

Proper text formatting can make a huge difference. The title of your poster should be visible from across the room (size 90 or above font size). Text size should be visible for most from approximately 5 feet away (generally, size 20 -24 font is appropriate here). If your text size is too small and it is difficult to read, the viewer is likely to pass your poster and move on to one that is easier to read. Use **bold**, underline, *italics*, and CAPS to separate sections and bring focus to certain items. Use block-style lettering, as it is the easiest to read. ***Note: Remember though, text formatting can be overkill, so use it in moderation.*

Don't go overboard on color. While color can add emphasis to a poster presentation and add a professional appearance, too much of it will make it look careless and juvenile. It is best to use a white or light-colored paper with a dark text color. Add color in the matting, or borders, of your poster, rather than in the information sections.

Use photos, charts, and tables sparingly. You definitely want to include them in the poster, however don't overcrowd with too many. Remember that readability is everything when it comes to charts and tables. Charts that require an extensive knowledge of the subject or tables that are not clearly labeled are really just taking up space. If it is difficult to read or understand, paraphrasing or using bullet points is a good way to go. However, if a table is clearly labeled and the viewer can look at it without questioning what it's saying, it is perfect for poster presentations and should be added.

Inform the viewer of your interpretation of the results, not just what the results are. In your summary provide an interpretation of the results for the viewer. Although it is important to give them the facts, they want to know what that means and why it might apply to them. This is where you can show your knowledge, understanding, and professionalism to those who might happen to stop by.

Topic Suggestions

Take a unique approach to your research. Any current public health issue is acceptable. Do something that will set you apart from everybody else.

Take your research to the next level. Find what information is easily accessible, then dig deeper. Focus on areas that are not widely known and what is most important for your community. Conduct your own research if what you want to know isn't out there. Not only will you learn more this way, you will show the public health professionals you meet that you are a true asset to the public health field. This provides you with an opportunity to create your own reputation, instead of letting others create it for you.

Topics related to Public Health:

- Chronic diseases (heart disease, cancer, stroke, diabetes, etc)
- Communicable and Infectious diseases (HIV/AIDS, STD's, TB, MRSA, etc)
- Environmental issues (air quality, food protection, environmental hazards, lead poisoning, etc)
- Health Disparities
- Health Reform and Health Law
- Immunizations and Vaccines
- Injury Prevention
- Public Health Administration
- School Health
- Emergency Preparedness (terrorism, natural disasters, etc)
- Wellness and Prevention (nutrition, physical activity, smoking, drug and alcohol abuse, etc)