

LCOE Learning Showcase, a poster workshop

Eduardo Muñoz-Muñoz, TED

Lyle Lustigman, CD&S

Part A: A poster, an object

- Use a short, eye-catching, title
- Use different headings that divide the poster into clear sections (see proposed sections below)
- Important information should be highlighted and easily readable
- Use graphics
- Keep text as brief as possible (leave breathing room around it)
- Less is more!

Traditional poster templates include the following sections:

- Intro-Context and problem statement
- Research question
- Literature review
- Method: Participants, data-collection procedures
- Findings: figures, tables, numbers, trends found
- Conclusion-implications: generalizing on the main finding – the bottom line of the poster (highlight it!)

Part B: A poster, an interaction

- Always let the person approaching the poster take a quick look at your poster before you approach them. After they do that, you can gently ask “would you like some more information?” or “Do you have any questions?”
- DO NOT start talking about your poster unless the person looking at it asks for or agrees to hear more about it.
- Prepare for two types of “walk-throughs” through your poster:
 - A 20-second walk-through, where you briefly explain what you have done and found
 - A more detailed walk-through, providing more context to your research question, and more detail on your method and findings, based on some follow-up questions you receive from your audience.
- Allow for the conversation to flow in unplanned directions – this experience is eventually about sharing your research with individuals that can also share something with you.
- Be mindful of everyone that is near your poster – do not engage in conversation only with a single person, while letting other interested individuals leave with no attention from you. (going back to “would you like some more information?” “Do you have any questions?”)

Part C: A poster, a memorable experience

- Organizing your study in a constrained space allows you to crystalize your thoughts and strengthen the conclusion(s) of your study.
- The semi-informal interaction in a poster session is much more one-on-one and less intimidating, and so allows for more spontaneous, unmediated interaction with colleagues.
- Sharing your ideas and receiving direct, professional feedback