Winning Poster ‘tips’

POSTER LAYOUT AND FORMAT

DO lay out the poster segments in a logical order, so that reading proceeds in some kind of linear fashion from one segment to the next, moving sequentially in a raster pattern. The best way to set up this pattern is columnar format, so the reader proceeds vertically first, from top to bottom, then left to right. This has the advantage that several people can be all reading your poster at the same time, walking through it from left to right, without having to exchange places. Consider numbering your individual poster pieces (1, 2, 3,..) so that the reading sequence is obvious to all. And always make sure that all figure legends are located immediately adjacent to the relevant figures.

POSTER CONTENT

DO break your poster up into sections, much like a scientific article. Label all the sections with titles.

DON’T ever expect anyone to spend more than 3-5 min (tops!) at your poster. If you can't clearly convey your message pictorially in less time than this, chances are you haven't done the job properly.
DO get right to the heart of the matter, and remember the all-important KISS Principle: Keep It Simple Stupid! In clear, jargon-free terms. your poster must explain 1) the scientific problem in mind (what’s the question?), 2) its significance (why should we care?), 3) how your particular experiment addresses the problem (what's your strategy?), 4) the experiments performed (what did you actually do?), 5) the results obtained (what did you actually find?), 6) the conclusions (what did you think it all means?), and, optionally, 7) caveats (and reservations) and/or 8) future prospects (where do you go from here). Be brief, and always stay on point

POSTER PRESENTATION

DON'T stand directly in front of your poster at the session, or get too close to it. Don't become so engrossed in conversation with any single individual that you (or they) accidentally prevent others from viewing your poster. DO try to stay close by, but off to the side just a bit, so that passers-by can see things also so that
you don't block the vision of people already gathered 'round.

Ref:
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