# Presenting

## Posters and Talks

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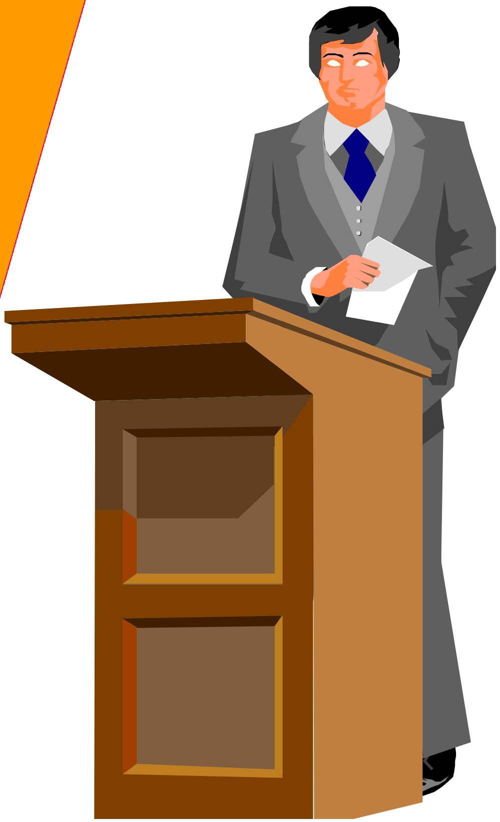


TU/e Technische Universiteit **Eindhoven** University of Technology

European Graduate School
Nyborg Strand, December 2010

**Where innovation starts**

# POSTERS

## My Message

- clear
- relevant
- in context
- repeated
- visual

## Audience

many posters to see

may have read the abstracts....

may decide in ~5-10 s if they stay

spends ~30 s to get your message

likes one-liners + clear pictures

# Posters: often made mistakes

## No clear message

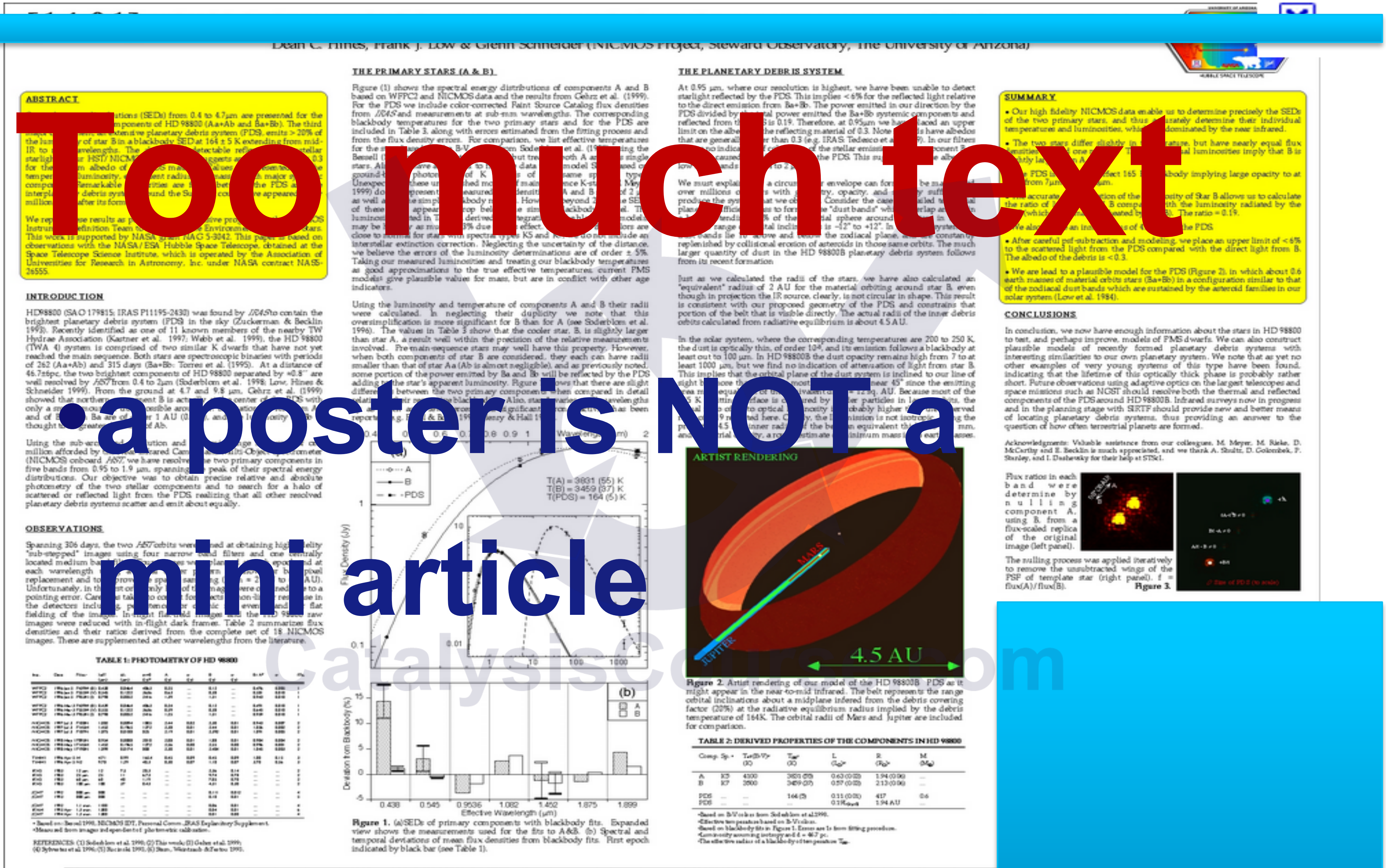
- Often emphasis on what & how

  and not on why & consequences

- Title + Aims + Conclusions

  should tell the message

# Posters: often made mistakes




# Too much text

- a poster is NOT a mini article

# Posters: often made mistakes

## Confusing – too much information

- just a collection of all results obtained sofar
- unclear structure
- poor figures

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# Posters: the main ingredients

- **Scientific question / aim / objective**
- **Approach with illustration**
- **Key results / understandable**
- **Answer in a clear conclusion**
- **Together: a clear message**



Focus on **why**, major **result**, and **implications** rather than on ***what*** an ***how***

# Posters: the presentation

- Be present and recognizable as presenter
- Make contact with visitors
- Prepare
  - a 30 sec short summary

    with relevance, aims, and main conclusion
  - a 2-3 minute story for the 'average visitor'
  - don't get lost in details – unless asked
- Invite key persons to your poster
  - selectively hand out business cards with number?
- Have A4-sized copies of your poster available