



Workshop

„Vorträge – Präsentationen – Postersessions“

Neurowissenschaftliches Graduiertenkolleg
Entwicklungsabhängige und krankheitsinduzierte Modifikation im Nervensystem

PD Dr. Manfred Herzer

9./10. 9. 2005

Überblick:

Faktoren guter Präsentationen

Checkliste für gute Powerpoint-Präsentationen

(Materialien für Postersessions)

Der Vortragende

„Die Bühne“

Inhalt

- **Augenkontakt**
 - **Hände**
 - **Füße**
 - **Timing**
 - **Sprache**
 - **Mimik**
 - **Gestik**
-

Der Vortragende

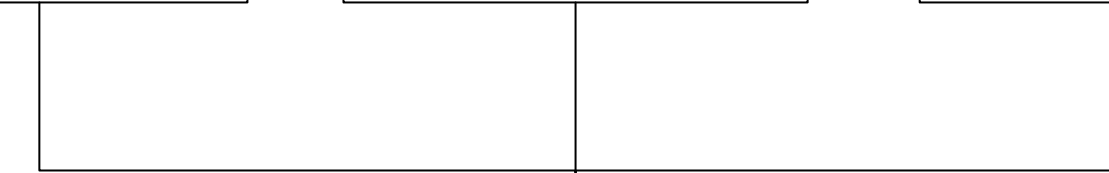
„Die Bühne“

Inhalt

Verhalten

Größe, Licht, Ton

Sprache, Bilder....



Die Präsentation

Das Publikum

Wirkung



Vorbereitung:

Welches ist mein Ziel?

Was soll mein Publikum mit nach Hause nehmen?

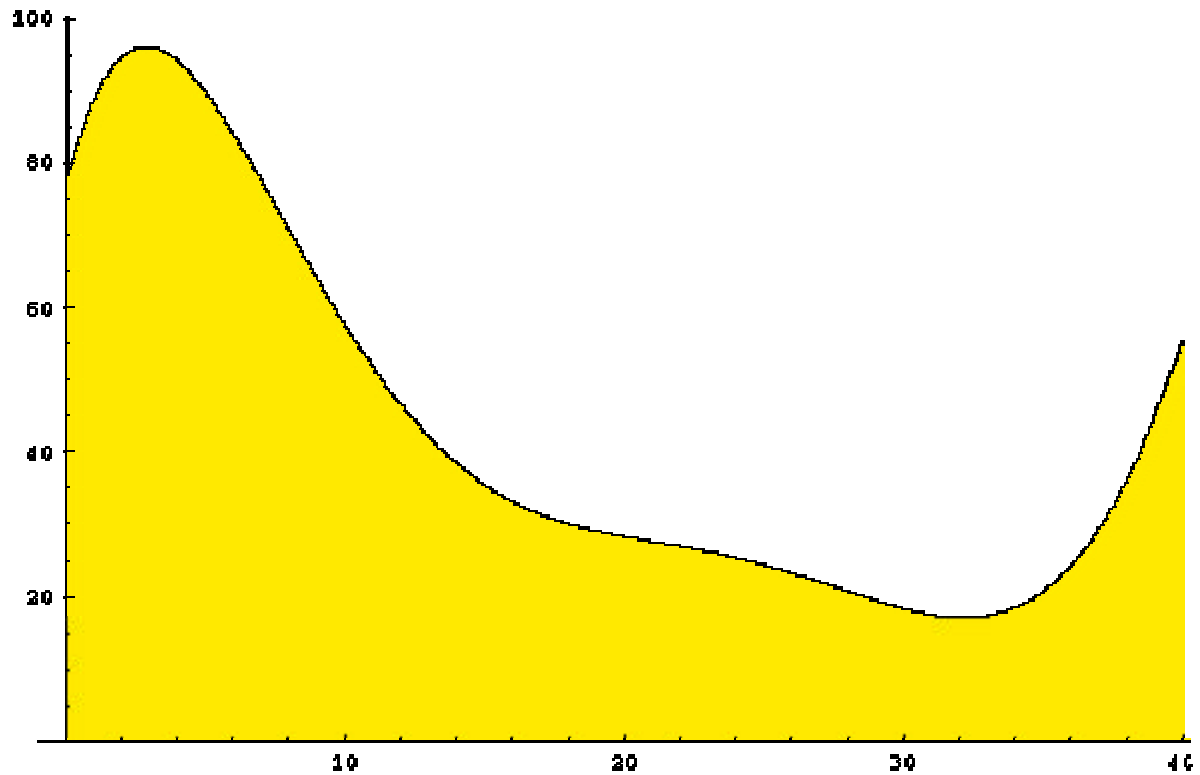
Wie viel Zeit habe ich ?

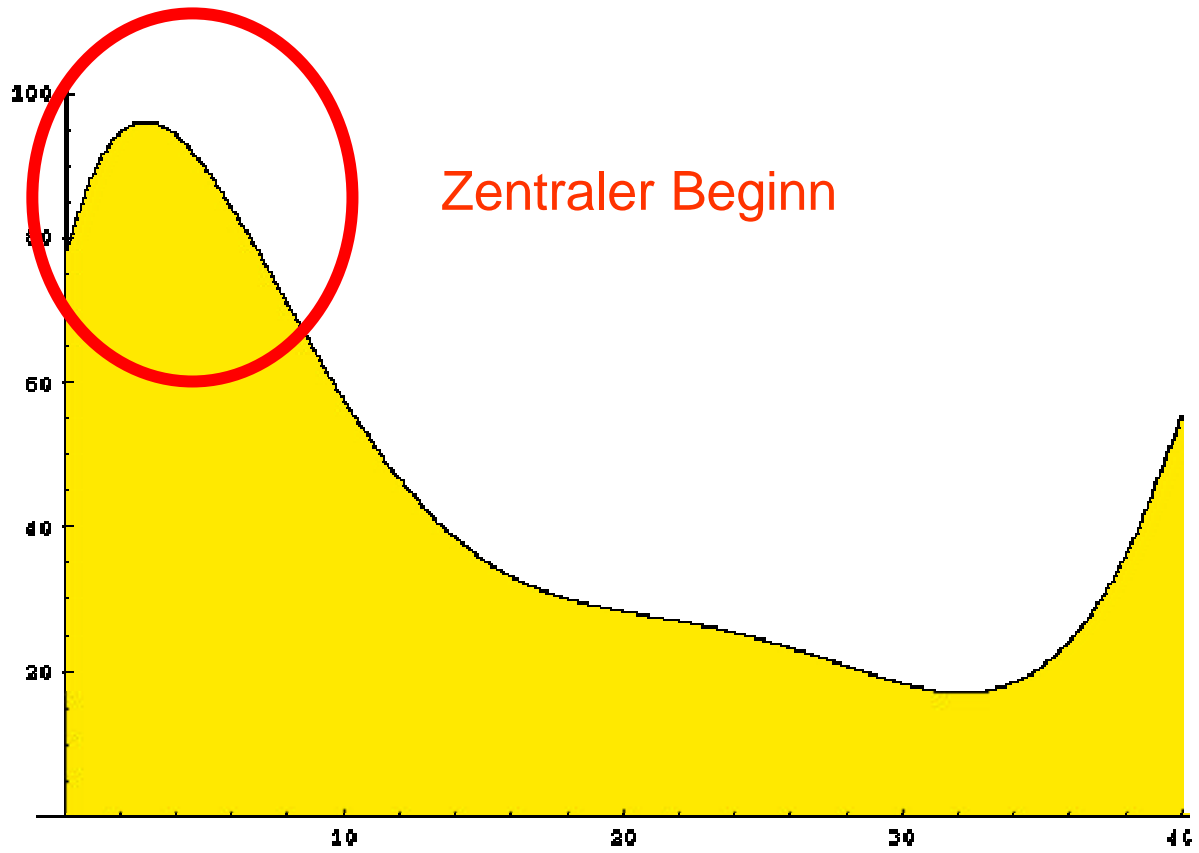
Wer ist das Publikum? (Bedürfnisse, Wissen, Erwartungen)

Was ist „must“, „necessary for the must“, or „nice to know“

Welche technische Unterstützung benötige ich ?

Die Aufmerksamkeitsrate bei einem 45-Minuten Vortrag





Zentraler Beginn

10 %

10 %



Einführung

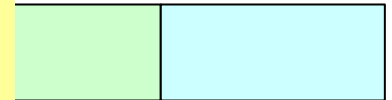
Hauptteil

**Fazit,
Ausblick**

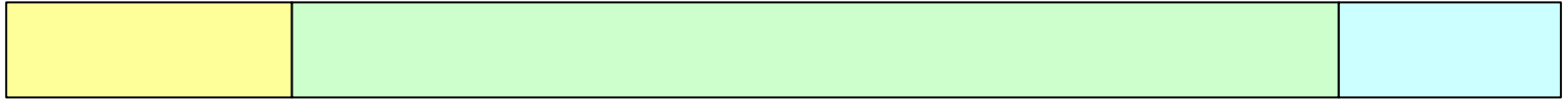
10 %

- **Begrüßung**
- **Dank an Gastgeber**
- **Thema, Titel**
- **Warum dieses Thema?**
- **Die Relevanz des Gegenstandes**
- **Äußern von positiven Erwartungen**
- **Die Motivation für den Vortrag**
- **Die Situation des Publikums**
- **Überblick über Vortrag**

Einführung



Während der Präsentation



- **Augenkontakt**
- **Sage, wie lange es dauert und halte dich daran**
- **Kommentiere die Folien (wo bin ich jetzt....)**
- **Rückfragen zum Verständnis?**
- **Ist es für Sie zu schnell?**
- **Gestik kontrollieren/kontrolliert einsetzen**



10 %

- **Zusammenfassung**
- **Take Home Message**
- **Ausblick, Anwendung, wie geht es weiter**
- **Abschluss, Dank, Pointe**

**Fazit,
Ausblick**

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Regeln:

Minimalgröße: 18 Punkt

Überschriften: 24 points

Nicht mehr als 3 Schriftgrößen auf einer Folie

Nicht mehr als zwei unterschiedliche Schrifttypen

Benütze Schrifttypen ohne Serifen

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Noch mehr Regeln:

Nicht mehr als 6 bis 9 Zeilen

Nicht mehr als 5 –7 Wörter pro Zeile

Benütze Quer- nicht Hochformat !

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Regeln für Farben:

Farbe ist kein Wert an sich: Farbe nur mit Funktion

Wähle Farben mit guten Kontrasten

Vorsicht bei Hintergrundbildern und Farbverläufen

Die häufigsten Fehler

- Folien zu voll
 - Beschriftung von Achsen und Objekten zu klein
 - Kopien aus Büchern oft zu klein -> Vergrößern!
 - Folien mit unterschiedliches Design
 - Der Name auf der Startfolie ist zu klein
-

Just do it !

Ohjeita posterin laatimista varten

Kari Leinonen ja Pasi Puttonen (toim.)

How to Prepare a Poster

Modified from Sven Hammarling and Nicholas J. Higham

<http://www.siam.org/siamnews/general/poster.htm>

Poster presenters and conference organizers alike should take posters seriously, giving thought to their preparation and display and to their role in a conference.

Poster sessions are an increasingly important part of scientific conferences, and many of us are rather inexperienced in their preparation and presentation. Having been involved in organizing and judging poster sessions, however, we have given some thought to what we consider to be desirable features of a poster.

What Is a Poster?

A poster itself is a visual presentation comprising whatever the contributor wishes to display on the poster board. A poster is very different from a paper or a talk, and so different techniques need to be used in its preparation. In particular, a poster is not a conference paper, and simply pinning a paper to a poster board usually makes a very poor poster. A poster board is typically 4 feet (120 cm) high and 6 feet (180) wide, but the reverse orientation (tall and thin) is also seen. It is advisable to check beforehand on the size of the boards that will be available to you. Usually, a poster is made up entirely of sheets of paper pinned or attached with velcro strips to the board, but there is no reason why other visual aids should not be used. The pins or velcro are usually provided with the board by the conference sponsors.

The purpose of a poster is to outline a piece of work in a form that is easily assimilated and stimulates interest and discussion. The aim is a fruitful exchange of ideas between the presenter and the people reading the poster, but you should not be disappointed if readers do not stop to chat—a properly prepared poster will at least have given useful information and food for thought.

A Poster Tells a Story

In preparing a poster, simplicity is the key. A typical reader may spend only a few minutes looking at the poster, so there should be a minimum of clutter and a maximum of pithy, informative statements and attractive, enlightening graphics. A poster should tell a story. As always in a scientific presentation, the

broad outline includes a statement of the problem, a description of the method of attack, a presentation of results, and then a summary of the work. But within that format, there is much scope for ingenuity. A question-and-answer format, for example, may be appropriate for part of the poster.

A poster should not contain a lot of details—the presenter can always communicate the fine points to interested participants. In particular, it is not a good idea to present proofs, except in brief outline, unless the proofs are the focus of the presentation. Keep in mind that the poster will be one of many in the exhibition area: You need to make sure that it will capture and hold the reader's attention.

The poster should begin with a definition of the problem, together with a concise statement of the motivation for the work. It is not necessary to write in complete sentences; sentence fragments may be easier to comprehend. Bulleted lists are effective. An alternative is to break the text into chunks—small units that are not necessarily paragraphs in the usual sense. For presenting results, graphs and figures—easier to scan than the columns of figures in a table—are even more appropriate than in a paper. Legends should be minimal. A brief description of the implications of a graphic, placed just above or below it, is helpful. For ideas on graphic design, a wide selection of books is available. Conclusions, again, should be brief, and they should leave the reader with a clear message to take away.

Designing Your Poster

Suggestions on the physical design of a poster range from the obvious to the not so obvious. First, as we mentioned earlier, it is definitely unacceptable to post a copy of a paper!

A poster is usually formed from separate sheets of letter paper: 8 × 11 inches (U.S.) or A4 (Europe). The number of pages should be minimized—for these sizes a suggested maximum is 15. But larger sheets, or even sheets of differing sizes within one poster, can also be very effective.

Whatever the size of the sheets, the typeface chosen should be considerably larger than standard. Because not all readers will have perfect eyesight, and because the crowd of readers around a popular poster may be several people deep, the type should be easily readable by a person standing a few feet away. In particular, the title of the poster and the author's name should be large and prominent. If it is not convenient to print directly at the desired typesize, pages can be magnified on a photocopier. Good use can be made of color, both to provide a more interesting image and for color coding of the text. A colored backing card for each sheet can be effective. For added interest, try including an appropriate cartoon, photograph, or quotation. There is plenty of scope for creativity.

If the sheets are arranged as a matrix, two layouts are possible: horizontal (reading across the rows) and vertical (reading down the columns). While the horizontal ordering is perhaps more natural, it has the major disadvantage of requiring the reader to move to and fro along the poster; if there are many readers, congestion can result. A vertical ordering is therefore preferable, although other possibilities should be considered as well. If you are comparing three methods, for example, you could display them in parallel form, in three rows or columns, perhaps as a "display within a display." Consider the possibility of arranging the poster to represent some feature of the problem, such as a particular sparsity structure of a matrix. If there is any doubt about the order in which the sheets should be read, guide the reader by numbering the sheets clearly or linking them with arrows. Think carefully about the use of the poster board. One extreme is to spread the sheets out to make full use of the board—taking care to position them at a height at which they can be read by both the short and the tall. If there are only a few sheets, it may be best to concentrate them in a small area, where a reader can proceed from beginning to end while standing in one position.

Transportation and the Poster Session

Transporting a poster can be a problem if it contains large sheets of paper. Rolling the paper into a cylinder is the most common system. You will usually be allotted plenty of time to set up the poster, so it may be easiest to bring it in pieces, to be assembled on site (but be sure to work out the layout beforehand—and bring a diagram!). If the work presented in the poster has been described in more detail in a paper, consider making the paper available as a handout at the poster session.

Once the session starts, stand near the poster but not in a position that obscures it from view. Be prepared to answer the questions that a good poster will inevitably generate. But keep in mind the advice of one expert: "A presenting author at a poster session should behave like a waiter in a first-class restaurant, who is there when needed but does not aggravate the guests by interrupting conversation every ten minutes to inquire whether they are enjoying the food" [1].

References

[1] Robert R.H. Anholt, *Dazzle 'em With Style: The Art of Oral Scientific Presentation*, W.H. Freeman, New York, 1994.

[2] Diane L. Matthews, *The Scientific Poster: Guidelines for Effective Visual Communication*, *Technical Communication*, 37 (3) 1990, 225–232.

Hints for poster preparation

Modified from "Chemistry in Britain", Vol. 9(1983), p. 181.

<http://www.sfu.ca/~goddyn/Sci010/010posterguide.html>

Content

Is the topic and its treatment appropriate for a poster?

Excessive quantities of facts and particularly subtle arguments tend not to be appreciated, especially if the author is not immediately available to act as guide.

Arrange the material in a logical sequence, and make sure the poster is self-contained if it will be on display in the author's absence. It is helpful to start with a concise introduction and end with brief conclusions particularly when the participants have an overwhelming choice competing for their attention.

Use of colour can be very helpful both in maximizing the clarity of diagrams and in making the poster attractive.

The title should be bold and informative, of course. It is a good idea to design and position the title panel last. A striking effect can be obtained from an awkward remaining space.

Authors

Photographs can be useful in making contact at large international gatherings. When posters are on show for extended periods, indicate when the authors will be in attendance.

Handouts

If you would like people to have a permanent record, have handouts available, either from the author or in a folder attached to the poster board.

Text and tables

Artistic considerations favour the minimum of textual and tabular material, but scientific considerations generally demand several paragraphs of text and one or more tables of results. Be as succinct as possible, but not to the point of incomprehensibility.

Photographic enlargement of typescript improves legibility of reading, though some typefaces look rather unattractive when magnified. (However, they still look infinitely better than the handwriting of 99 per cent of the scientific population.)

Figures and diagrams

These are to be preferred over text and tables wherever possible. Obviously it is a great help to have the assistance of someone with an aptitude for technical drawings but in these days of stencils, expanding and reducing Xerox machines, and computer graphics even the hamfisted scientist can produce neat and attractive illustrative material.

Do's and Don'ts of Poster Presentation

Steven M. Block

Department of Molecular Biology Princeton University Princeton, NJ 08544

Biophysical Journal, 71: 3527-3529 (1996)

<http://www.molbio.princeton.edu/block/poster.html>

Words of Caution

This guide offers advice on preparing a good scientific poster. As with all communication, which is an art form, there is no single recipe for success. There are many alternative, creative ways to display and convey scientific information pictorially. Occasionally, breaking with tradition can pay off, but not always. More often than not, an iconoclastic approach will revile and repel, rather than amaze and astound. Consider yourself forewarned! Unless you have some prior experience under your belt, or feel pretty certain of your ground, it's a better idea to leave experimentation to the laboratory, and stick with tried-and-true methods for your poster presentations. The suggestions here certainly won't improve your

science, but if followed, may help you to communicate your message. You should, before deliberately departing from these guidelines - and they are only that - at least attempt to understand the reasoning behind the advice. Remember that when it comes to posters, style, format, color, readability, attractiveness, and showmanship *all count*. Take the time to get things right.

Poster Layout & Format

DON'T - make your poster up on just one or two large boards. These are a clumsy nuisance to lug around. They put large strains on poster pins and often fall down. They frequently don't fit well into the poster space you are provided. They don't lend themselves well to re-arrangement, alignment, or last-minute modifications.

DO - make up your poster in a large number of separate sections, *all of roughly comparable size*. The handiest method is to mount each standard-sized piece of paper individually on a colored board of its own, of slightly larger dimensions, say, 9.5" × 12" (A4), or thereabouts. This frames each poster segment with a nice border and makes for a versatile poster that can be put up anywhere, yet knocks down easily to fit into a briefcase or backpack for transport.

DON'T- write an overlong title. Save it for your Abstract. Titles that use excess jargon are a bore. Titles with colons in them are a bore. Titles that are too cute are even more of a bore.

DO - keep your title short, snappy, and on target. The title needs to highlight your subject matter, but need not state all your conclusions, after all! Some good titles simply ask questions. Others answer them.

DON'T - make the title typesize too large or too small.

DO - make your title large enough to be read easily from a considerable distance (say, 3—8 m), so it will perforce span more than one printed page. Nevertheless, the title should never exceed the width of your poster area (particularly if you are sharing half a posterboard with a neighbor!), nor should it ever occupy more than two lines. If things don't fit, *shorten the title*—don't reduce the typesize! And remember that titles in all caps are harder to read.

DON'T - leave people wondering about who did this work.

DO - put the names of all the authors and institutional affiliations just below (or next to) your title. It's a nice touch to supply first names, rather than initials. Don't use the same large type size as you did for the title: use something smaller and more discreet. This is not the cult of personality.

DON'T - use too small a typesize for your poster. *This is the single most common error!!* Never, ever, use 10- or 12-point type. Don't use it in your text, anywhere. Don't use it for captions. Don't use it for figure legends, annotations, footnotes, subscripts, or anything else. Don't ever use small type on a poster! Remember, no one ever complained that someone's poster was too easy to read. Got it?! Good!

DO - use a typesize that can be read easily at a distance of ~1.5 feet or better. You

do want a large crowd to develop around your poster, don't you? Think of 14 pt. type as being suitable only for the "fine print" and work your way *up* (never down) from there. 20 pt. type is about right for text (18 pt., in a pinch). Not enough space to fit all your text? Then shorten your text!

DON'T - pick a font that's a pain to read. Please, don't get too creative in your typeface selections: no one wants to struggle through a poster in Gothic or Broadway or Tekton or anything garish. Less obvious is the fact that sans-serif fonts, Helvetica, Universe, and Arial being the most common offenders, are more difficult to read, and certain letters are ambiguous (l = lower case 'l' and I = upper case 'I'). Serifs help guide the eye along the line, and have been shown in numerous studies to improve both readability and comprehension. Equally hard to read are most monospaced fonts, such as Courier. Generally speaking, it's better to leave Helvetica to Cell Press, reserving its use in posters for short text items such as titles and graph labels, and Courier to your aging typewriter, reserving its use in posters for nucleotide sequence alignments and suchlike.

DO - use a high-quality laser or inkjet printer to print your poster: no dot matrix printers, no typewriters, no handwriting. Select a highly legible font with serifs and a large "x-height." The x-height of a typeface is a typographer's term for the relative height of the lower-case 'x' compared with an uppercase letter, such as 'A', or a lowercase letter with ascenders, such as 'b'. A large x-height makes for easy reading from a distance. Good 'ol Times Roman and its look-alike clones represent the standard choice. But if you seek a different look, consider Baskerville, Century Schoolbook, Palatino, or anything else with proven legibility. Also, consider adjusting the kerning (the inter-letter spacing) for improved readability. This is particularly helpful when using large font sizes.

DON'T - vary the typesizes and/or typefaces excessively throughout the poster. For example, don't use something different for every bit of text and graphics.

DO - design your poster as if you were designing the layout for a magazine or newspaper. Select fonts and sizes that work together well. Strive for consistency, uniformity and a clean, readable look.

DON'T - make your reader jump all over the poster area to follow your presentation. Don't segregate your text, figures, and legends in separate areas.

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.

DON'T - use gratuitous colors. Colors attract attention, but can equally well detract from your message when misused. Fluorescent (neon) color borders just don't cut it

for posters. Neither do excessive variations in color (the 'rainbow look'). Forget paisley, tie-dye, stripes, polka dots, and batik. In your graphical items, use color with deliberation: avoid using it for its own sake, and avoid pseudocoloring when possible.

DO - by all means, use colors in your poster, and always try to use them in a way that helps to convey additional meaning. For color borders, select something that draws attention but doesn't overwhelm. For color artwork, make sure that the colors actually mean something, and serve to make useful distinctions. If pseudocoloring is necessary, give thought to the color scale being used, making sure that it is tasteful, sensible, and above all, *intuitive*. Also, be mindful of color contrast when choosing colors: *never place isoluminous colors in close proximity* (dark red on navy blue, chartreuse on light grey, etc.), and remember that a lot of people out there happen to be red/green colorblind. Please remember this advice when you create color slides and transparencies, as well!

Poster Content

DON'T - write your poster as one long, meandering thread.

DO - break your poster up into sections, much like a scientific article. Label all the sections with titles. Always start with an Abstract, and write up this section so it can be easily read and digested, in contrast to the abstracts found in some scientific journals. Remember, you are not compelled to put it all down in 150 words or less. Make sure that your Abstract contains a clear statement of your conclusions, so your reader will understand where you're headed, so to speak. Follow the Abstract with other sections that describe the Strategy/Introduction, Methods and Results (although you need not call these sections by those names). Display all your graphs, pictures, photos, illustrations, etc. *in context*. Write clear, short legends for every figure. Follow up with a Conclusions section. You may wish to add some kind of "Executive Summary" at the end: many successful posters provide a bulleted list of conclusions and/or questions answered/raised.

DON'T - ever expect anyone to spend more than 3-5 minutes (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 do you think it all means?*), and, optionally, (7) caveats (*any reservations?*) and/or (8) future prospects (*where do you go from here?*). Be brief, and always stay on point.

DON'T - write your poster just as if it were a scientific paper. It's not. Don't waste lots of precious space on messy experimental details (skip a complete Materials and Methods) or on irrelevant minutia. Don't display every gel, every sequence, every

genotype. *Don't ever* supply long tables: no one has the time or inclination to wade through these. And don't ever lift long sections of text directly from some manuscript and use these as a part of your poster. A poster is not a worked-over manuscript.

DO - recall that a poster should be more telegraphic in style, and also far more accessible. Avoid jargon. Eschew obfuscation. Write plainly, simply, briefly - never cryptically. A little informality can help, but don't get too cute. Stress experimental strategy, key results, and your conclusions. Don't get bogged down in little stuff. Convey the Big Picture.

DON'T - leave prospective readers hanging, or assume they're all experts. They're not.

DO - consider adding a *helpful tutorial* section to your poster. For example, consider one or more of these additions to the 'standard fare': (1) a brief, possibly annotated bibliography, (2) a short account describing some special apparatus or technique, (3) a synopsis of the historical background of a particular scientific problem, (4) a pictorial glossary describing some jargon terms (e.g., a definition of "synthetic lethality" with an illustration of alternative ways it can develop), (5) an Internet address pointing to relevant material, (6) photographs of your setup, or (7) anything else that would help teach your readers what they need to know to understand and appreciate your work. *Use graphics!* Many of the items above are what an editor would call a 'sidebar' to the main story. Sidebars really help to communicate the message. Remember that you are the single best advocate of your own work.

DON'T - leave out the acknowledgments.

DO - remember that it never hurts to give credit where it's due. Write up a short acknowledgment section, including your sources of financial support and everyone who helped you to get this work done. No one was ever accused of being too generous, here.

DON'T - leave out the references.

DO - provide parties with routes into the literature and supply a context for your work. Poster references need not be as extensive as those in papers. If your poster work, or work closely related to it, has already been published, by all means display the citation(s). Footnotes are permissible, but keep these brief and avoid them entirely, if at all possible. People hate having to jump around while reading, particularly posters. Another useful bit of supplementary information to provide is the address of an Internet web site (URL) where more information can be found.

Poster Presentation

DON'T - leave everything until the last minute! Avoid resorting to hand-written text (no felt-tipped pens!) or using white-out. Don't hold everything together with tape. Be a pro.

DO - start putting your poster together early. Get the title and acknowledgments and

bibliography other standard items out of the way *first*, so you aren't stuck at the last minute with these particular details. Experiment with type fonts and sizes and colors and all that stuff from the start, and begin to plan your layout. Buy your posterboard, pushpins, etc., early. Pre-cut some posterboard pieces. Make up any graphics that you know in advance are destined for your poster. Do this soon, because you won't have the time later, and the color PostScript printer queue may be jammed with jobs from all your colleagues! Buy a can of spray mount (artist's adhesive) so you can dry mount all the poster segments. The best kind to get is the type that allows you to re-position the artwork without damaging it.

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, and so that you don't block the vision of people already gathered 'round.

DON'T - be an eager beaver and badger the nice people who come to read your poster.

DO - give them some space. Allow them to drink it all in. If they engage you with a question, then that is your opening to offer to take them through the poster or discuss matters of mutual scientific interest. Conversely, don't ignore people who look as though they may have questions, especially by becoming engrossed in talking to all your buddies.

DON'T - pull a disappearing act.

DO - stick around. It's *your* poster, *your* work! Try to hang around for as long as you can to help and advise people. At the very least, give them a chance to associate a human face with your work. If you need to circulate, try to get a co-author to spell you.

DON'T - forget ancillary materials.

DO - be a good scout, and come prepared to your poster, armed with reprints of any of your own relevant papers that you might have, plus extra copies of any material you may wish to share. Have ready some business cards, or slips of paper you can use to provide colleagues with your address (or fax or email, or whatever). Posters are a terrific way to get scientific suggestions and meet like-minded individuals! And don't forget to bring plenty of push-pins, as well.

DON'T - hesitate to provide supporting materials, if these can help. But don't over-do it.

DO - consider using some kind of attention-getting gimmick, but beware that it doesn't backfire! Some posters employ a monitor on a cart and display videotape. Other interesting posters provide physical models or various kinds of three-dimensional display. Still others display actual data traces, or computer-based simulations, or something else that makes them stand out from the crowd. Provided

that your 'hook' is legitimate, and *that it doesn't detract from the science*, or trivialize it in some way, this sort of thing can be eye-catching and helpful. Use good judgment, here.