

## EAA-Guidelines No. 4.9

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### Notes for poster presentations

Posters are a good way of communicating about your research. They are particularly effective for presentations communicating quantitative data, but can be used for a variety of reasons. A poster may be an independent presentation, it may be in addition to your paper, and it can be an alternative to an oral presentation. The Scientific Committee may offer members proposing a paper that does not fit into the program, to convert this into a poster presentation.

You have basically two strategies in interesting people in your poster:

1 Make it short and easy to read, with as many pictures and as little text as possible. This will attract the casual passer by.

or

2 Aim for a limited, but more interested group, by having considerably more text.

In either case, you might want a handout giving more details, but think how you will make this available – to hand out only when you are next to your poster, or to have a pocket on the poster in which you can leave copies.

#### *Language*

English is the main language of the conference, so this is best, but bilingual posters are also a good solution if you don't have too much text. If you cannot do this, try to make the illustrations self-evident, or make a translation available as a handout. Try to get a native English speaker to help you – if you have no assistance, approach the organisers – they may be able to suggest someone. If someone is correcting your text, make both your English version and your original version available so that problems of translation can be checked.

#### *Content*

Include information about who you are, and how you can be contacted, both at the conference, and at your normal address. If your poster is part of a poster session, make sure you are present during the time slot reserved for the session. If it is not, leave a note to say when you will be available at your poster to talk about it. At some annual meetings, there may be a general 'poster session' day).

If you are talking about a site, make sure there is a map to show the site's location, and its date – what may be self-evident to you is not to someone from the other end of Europe. Make sure the poster has a clear heading to attract interested people who are passing by.

#### *Size*

The organisers will have provided information about the maximum size, please observe the indicated measurements as otherwise you may find it impossible to present your poster.

### *Poster Sessions*

*If* your poster is part of a poster session that has been given a specific time slot, you should be at your poster to answer questions and follow-up points with your audience. The program may also include a general 'poster presentation'. At this time you should of course also be present.