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American Academy of Pediatrics



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Presenting Posters in a Digital Environment



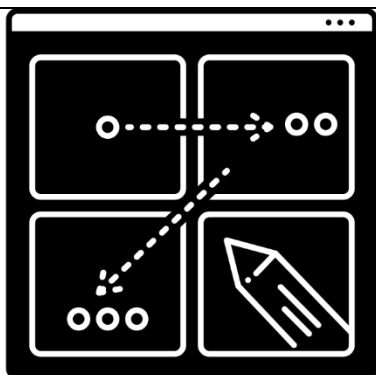
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There is **no single best way** to do an electronic poster (e-poster).

You have the **freedom to choose how you PRESENT** the information.

This guide will provide ideas for:

- ❖ Different styles of digital poster presentations
- ❖ Essential information to be included on a poster
- ❖ Delivering your research 'elevator pitch'



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An e-poster is not merely a poster that has not yet been printed on poster board

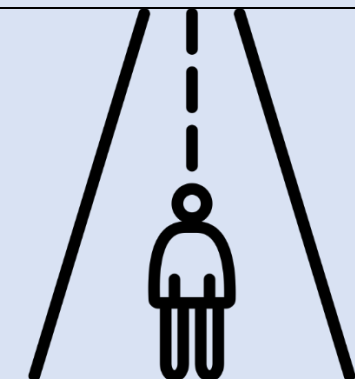
Conceptually you should think of an e-poster as a story board or mini-webinar depending on how the presentation is delivered

Although an e-poster is a poster – your relationship and the way you interact with the audience has changed.

The emphasis will be on the poster and not the interactions you would have had with a person who stopped to discuss your findings in the poster hall.

Consider your e-poster the **dynamic contents page** of your storybook. The first page should invite your participants to explore the full details of your abstract.

GETTING STARTED: OPTIONS



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1. Before choosing your design, **review any examples** of e-posters that the conference may share and view/read all tutorial and guidelines.
2. **Look for examples of other e-posters** (see references for links to examples)
 - a. **Visual abstract** examples from Andrew M. Ibrahim MD, MSc. (the primer included on this website is **full of excellent design principles**)
 - b. **#BetterPoster** by Mike Morrison
 - c. International Conference on Residency Education (**ICRE**)
 - d. Association of Medical Educators of Europe (**AMEE**)
3. The presentation of an e-poster will depend on the technology platform being used therefore
 - a. **Follow the submission and presentation guidelines** laid out by the organization. While many components of an abstract are largely similar, each organization has its own requirements that must be followed.
 - b. **Get to know the software** the conference is using, the features of that software, and any special requirements the conference organizers may have for e-posters.
 - i. Features that may be included are **audio, video, enlarged/high-definition graphics, hyperlinks, chats, and polls.**

KEEPING THEM ENGAGED: WHAT GOES ON A E-POSTER



Created by Justin Blake
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- What is the story you want to tell? **Introduction and Conclusions are the most important** to e-poster consumers. Poor presentation of your poster impacts the audience's perception of your work.
 - a. **What's the hook – why does this problem matter?**
 - b. What's the gap?
 - i. What and why did you do what you did?
 - ii. Who/what are the main characters in your results?
 - c. How have you filled the gap and built upon the field of knowledge?
 - d. **What's the key lesson in your story?**
- 2. **Fully utilize the features of the software** as it can allow your poster to be far more engaging and informative
- 3. Many of the standard poster ideas still apply to e-posters
 - a. **Font should be easily read** – have your mentor and/or a colleague review
 - i. Can the reader/listener zoom in and zoom out or will they only be able to view a static image?
 - ii. Members of the audience may have less than optimal vision or be viewing on a smaller device, and this should also be taken into consideration.
 - b. **Choose your colors carefully**, especially if using a non-white background
 - c. **Don't clutter** your e-poster with too much information
 - d. Your e-poster should have a **logical flow**
 - e. Pictures/images, graphs, figures, videos and tables are often better than text. Use **'thumbnails'** which when clicked allow the audience member to go to a larger and/or more animated version of your pictures/images, graphs, figures and tables where applicable.
 - i. Copyright: Online publishing of virtual posters increase the risk that authors will be accused of copyright infringement.
 1. Please ensure that you write/create everything that you display or include in the content of your posters.
 2. Do not include any images (eg, graphs, tables, cartoons, etc.) that are created or published by third parties, unless you have permission from the publisher.
 - ii. Comply with HIPAA: do not include any patient identifying information
 - f. **Include links and other resources** with QR codes so that your audience can access more materials directly from their device if the organization allows. If you are using a QR code, ensure that it directs to your work and not to a promotional site or home/product pages(s) of a commercial entity.
 - g. Don't forget to **include your name, institution, collaborators**, any author disclosures, and your contact information
- 4. If you have more than one screen – make sure to include a **'Home' link** on every screen so they can get back to the main page quickly.
- 5. Choose common file formats for video, audio and graphics. If you do not know what you should use, ask the conference organizers for their recommendations. Remember videos are often large files and are too large to send/receive via email.
- 6. Do not put in everything – it is a **balance**. It is tempting to put too much information into the poster but this can overwhelm your audience

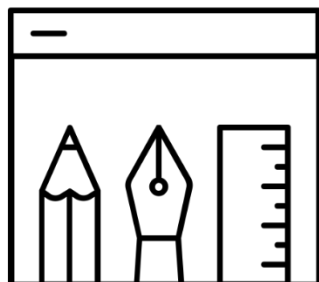
PRACTICE YOUR PRESENTATION: THE POSTER 'ELEVATOR PITCH'



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1. **Get feedback** on your e-poster and test all the links, audio and videos.
2. If you have the option to **add audio** – this can be very helpful for the audience.
3. Read “How to Rehearse for an Important Presentation” by Carmine Gallo if you are doing an audio presentation.
 - a. **Commit to improvement.** Repeat the first few minutes while you drive or take a walk. Spend more time practicing complex or technical aspects of your presentation.
 - b. Make sure the audio, if you include this, is **clear and of an appropriate loudness** for someone who may be slightly hard of hearing or whom English may not be their first language.
 - c. **Start as strong as you end.** The two most important parts of your presentation are the beginning and the end. Nail down the introduction – why someone should care to listen and end with what they should do differently.

RESOURCES



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Examples of other e-posters:

- Visual abstract primer: <https://www.surgeryredesign.com/resources>
- #Betterposter: <https://www.youtube.com/watch?v=SYk29tnxASs>
- International Conference of Residency Education Visual Abstracts: <https://icre.royalcollege.ca/icre-2020-visual-abstracts/>

Reference articles on telling a story with words and pictures:

- Lingard L. Watling C. It’s a story, not a study: writing an effective research paper. *Academic Medicine*. 2016 Dec 1;91(12):e12.
- Huang J. Practical Presentation Pearls (particularly color oracle): <http://cocme.courses.aap.org/File%20Library/Unassigned/PracticalPresentationPearls.pdf>

General references on posters:

- Hess GR. et al. Creating effective poster presentations: AMEE Guide no. 40. *Medical Teacher*. 2009 Jan 1;31(4):319-21.
- Shelledy DC. How to make an effective poster. *Respiratory Care*. 2004 Oct 1;49(10):1213-6.
- Babik JM and Luther VP. Creating and presenting an effective lecture. *Journal of Continuing Education in the Health Professions*. 2020 Jan 1;40(1):36-41.

Practicing your presentation:

- Gallo C. How to Rehearse for an Important Presentation. *Harvard Business Review*. Sept 9, 2019.
 - o Tip Sheet: <http://cocme.courses.aap.org/File%20Library/Unassigned/How-to-Rehearse-for-Important-Presentation-PDF-April-2020.pdf>

Organized by Teri Turner, MD, MPH, MEd, FAAP - January 2021

Much of this advice was adapted from the article: ‘How to Make an Effective e-Poster’ by Ken Masters and John Sanders. https://www.academia.edu/23785449/How_to_Make_an_Effective_e_Poster

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