

TEN SIMPLE RULES FOR A GOOD POSTER PRESENTATION

Chulabhorn Graduate Institute would like to congratulate CGI Ph.D. student from the Program of Chemical Sciences, Miss Pavitra Laohapaisan, for her outstanding poster presentation award on the “Development of New Methodology to Synthesize 3-Hydroxyfluorene and 4-Azafluorene Derivatives” at the 9th Junior International Conference on Cutting-Edge Organic Chemistry in Asia (Junior ICCEOCA-9) held in Busan, Korea during 23rd – 25th of September 2019. CGI Learning Center selected this reference, by Erren TC, Bourne PE. Ten simple rules for a good poster presentation. PLoS Computational Biology. 2007;3(5):e102-e. This is to provide some information on what a presentation may comprise.

RULE 1: DEFINE THE PURPOSE

Before you start preparing the poster, ask yourself the following questions: What do you want the person passing by your poster to do? Engage in a discussion about the content? Learn enough to go off and want to try something for themselves? Want to collaborate?

RULE 2: SELL YOUR WORK IN TEN SECONDS

Fighting for attention. The first impressions of your poster, and to a lesser extent what you might say when standing in front of it, are crucial. It is analogous to being in an elevator and having a few seconds to peak someone's interest before they get off. The focus of your poster should be on addressing that question in a clear and concise way.

RULE 3: THE TITLE IS IMPORTANT

The title is a good way to sell your work. It may be the only thing the conference attendee sees before they reach your poster. The title might pose a decisive question, define the scope of the study, or hint at a new finding. The title is your equivalent of a newspaper headline *short, sharp, and compelling*.

RULE 4: POSTER ACCEPTANCE MEANS NOTHING

Do not take the acceptance of a poster as an endorsement of your work. Many attendees who are there on grants cannot justify attending a conference unless they present. Enter posters; this way everyone can present. To get endorsement from your peers, do good science and present it well on the poster.

RULE 5: MANY OF THE RULES FOR WRITING A GOOD PAPER APPLY TO POSTERS, TOO Identify your audience and provide the appropriate scope and depth of content. If the conference includes nonspecialists, cater to them. Just as the abstract of a paper needs to be a succinct summary of the motivation, hypothesis to be tested, major results, and conclusions, so does your poster.

RULE 6: GOOD POSTERS HAVE UNIQUE FEATURES NOT PERTINENT TO PAPERS Posters can be used as a distribution medium for copies of associated papers, supplementary information, and other handouts. Posters allow you to be more speculative. Often only the titles or at most the abstracts of posters can be considered published; that is, widely distributed.

RULE 7: LAYOUT AND FORMAT ARE CRITICAL

Guide the reader with arrows, numbering, or whatever else makes sense in getting them to move from one logical step to another. Never use less than a size 24-point font, and make sure the main points can be read at eye level.

RULE 8: CONTENT IS IMPORTANT, BUT KEEP IT CONCISE Everything on the poster should help convey the message. The text must conform to the norms of sound scientific reporting: clarity, precision of expression, and economy of words. The latter is particularly important for posters because of their inherent space limitations.

RULE 9: POSTERS SHOULD HAVE YOUR PERSONALITY

A poster is a different medium from a paper, which is conventionally dry and impersonal. Scientific collaboration often starts for reasons other than the shared scientific interest, such as a personal interest. A photo of you on the poster not only helps someone find you at the conference when you are not at the poster, it can also be used to illustrate a hobby or an interest that can open a conversation.

RULE 10: THE IMPACT OF A POSTER HAPPENS BOTH DURING AND AFTER THE POSTER SESSION When the considerable effort of making a poster is done, do not blow it on presentation day by failing to have the poster achieve maximum impact. This requires the right presenter-audience interaction. Don't badger people, let them read. Make eye contact with every visitor.