

Poster Session

Preparation, planning, presentation

Look familiar?

ThermoFisher scientific
Life Technologies

Life sciences	Applied	Clinical
<ul style="list-style-type: none"> • PCR, qPCR • Genotyyppaus • Vasta-aineet • RNAi • Syöpädiagnostiikka 	<ul style="list-style-type: none"> • Eläinterveystuotteet • Ruokaturvallisuus • Ympäristöanalytiikka • DNA-tyypitys 	<ul style="list-style-type: none"> • Molekulaarinen diagnostiikka • Diagnostiikan kehitys • Julkinen terveys • Kliiniset laboratorion palvelut

Katalogissa monia satoja entsyymejä

Tuote: Ambion® Cells-to-C™ Kit

Käyttöohje: Solujen lyysaus ja preparaation qRT-PCR:ään

Protokolla: Solut lyysataan ja käsitellään DNA:lla samankaltaisesti. Lyysäminen kestää RT-Master Mix:itä, jonka jälkeen se on valmis analysoitavaksi. Riittävä ei tarvitse eniten pestä, sentrifugoida tms.

AB ENZYMES

- Perustettu 1907 nimellä Röhmlin Enzyme
- Kuuluu ABF ingredients-yhtiön
- Pääkonttori Saksassa, Darmstadtissa
- Tehtaat yhteistyössä Alkan kanssa
- > Patentit Trichoderma-sellulaasi-entsyymeille
- > Perustivat yhdessä Realin 1991

- Tuotteita

- > Leivänte entsyymit
- > Eläinten ruoissa käytettävät entsyymit
- > Tekstiilientsyymit
- > Paperiteollisuuden entsyymit
- > Puhdistusaineiden entsyymit

USA Jobs market grows

414 000 New Jobs! November 2014

+14% January 2015

USA +3 200 000 jobs

5,7% last eleven months + 200 000 new jobs found

Coca-Cola is making MILK!

At first it was a medicine 1886

Coca-Cola trademark 1912

Coca-Cola was founded 1929

everywhere except Cuba and North Korea

Third valued brand in the world

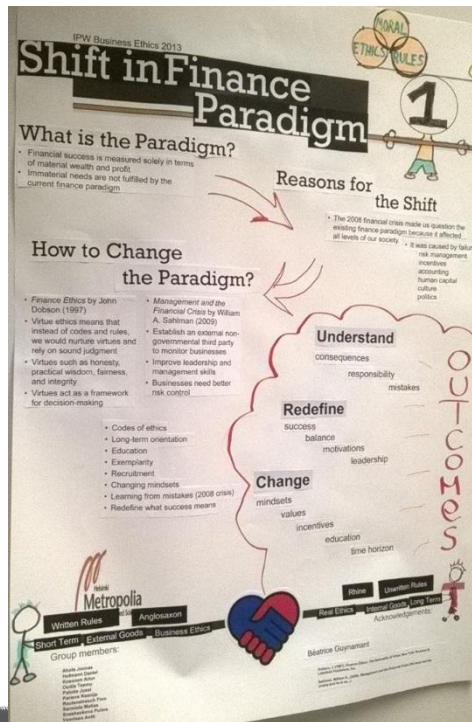
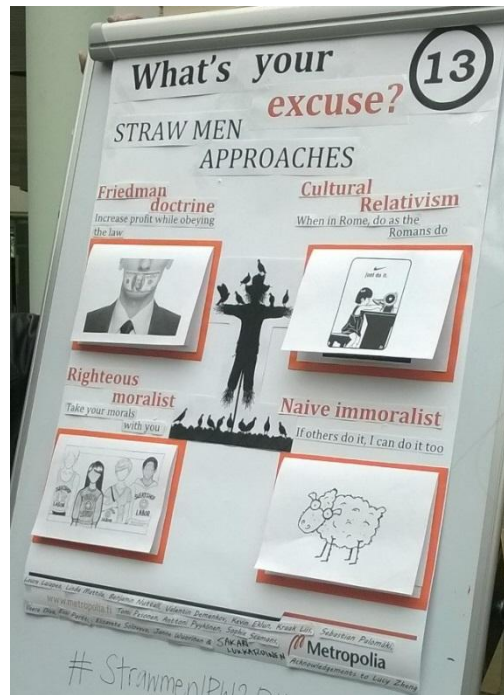
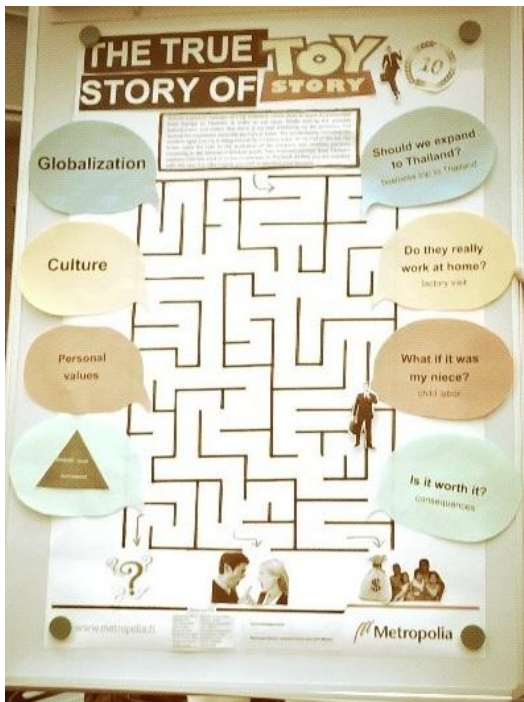
Competition: Fanta, Sprite, Coca-Cola



MOSCOW

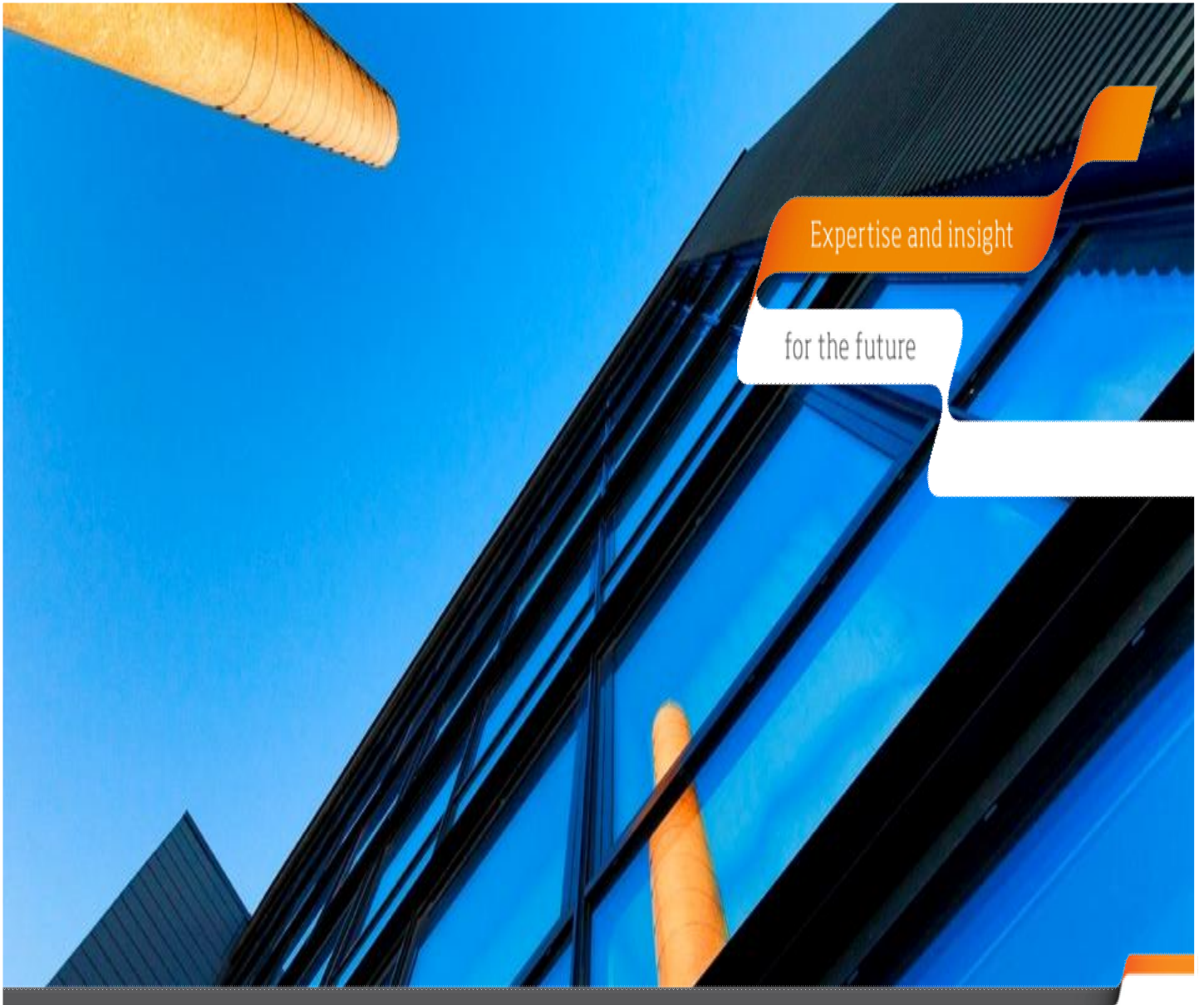
I WANT MORE MONEY

But have you done this?



And presented it like this?





Poster Session on Friday 10-12

Poster Sessions

- Conferences
- Trade Fairs
- Job Fairs
- Research Fairs
- University Courses: IPW at Metropolia

Poster presentations – why?

- Allow many participants to report findings or ideas within a single session

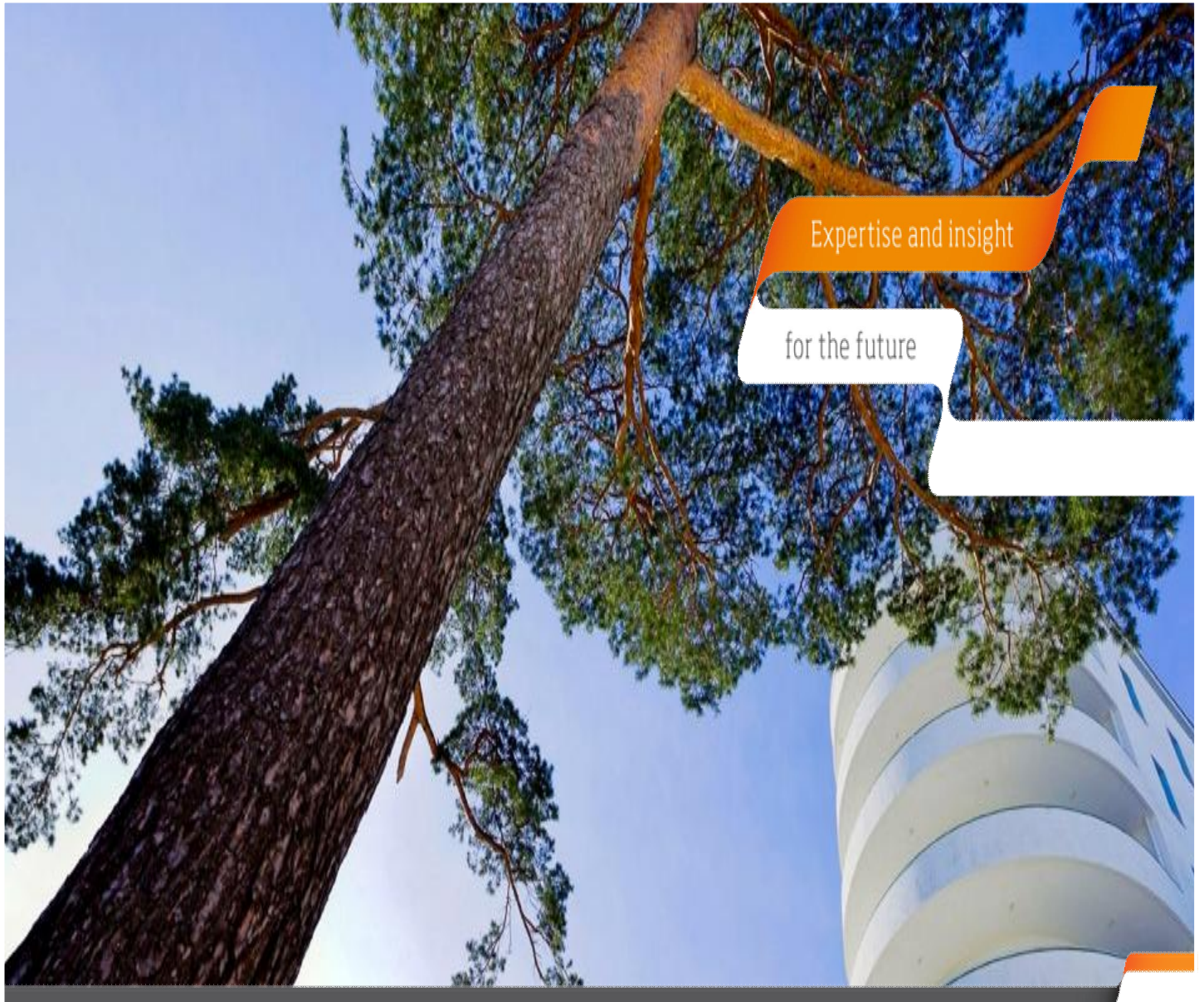


Poster presentations – how?

- Audience come and go
- Presenters explain their poster several times during the session



**Your posters will be evaluated on Friday
on the basis of poster design, effective
presentation, poster contents and key
messages learned.**



4 Steps for Preparing a Poster

Step 1: Analyse your audience

- tailor the content and design elements to those you wish to reach

-> affects your content and design decisions

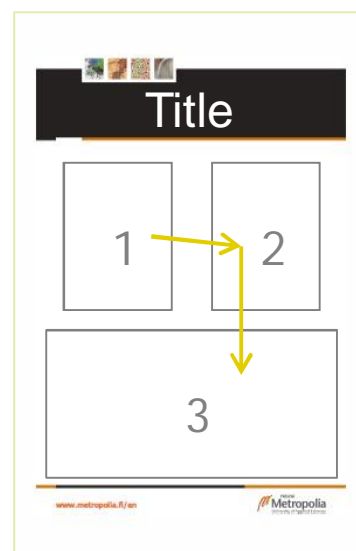
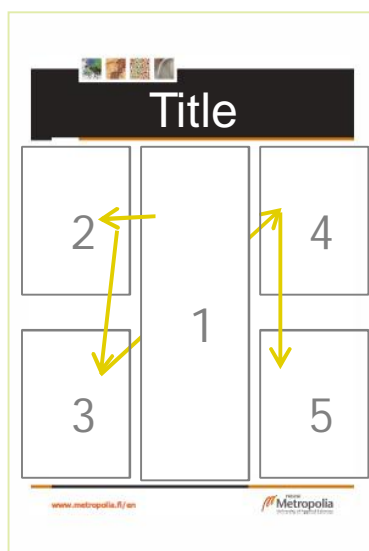
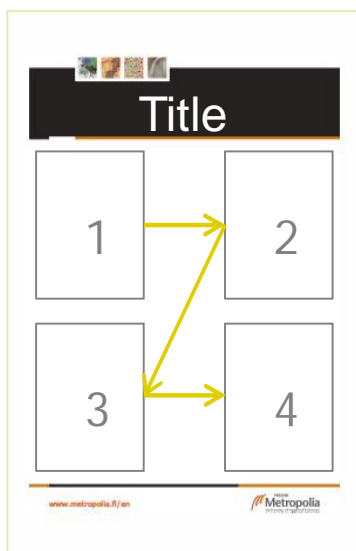
Step 2: Rank your information

- **MUST know**
- **Good to know**
- **Nice to know**
- Include the *MUST*, add some *Good*, and save *Nice* for talking with your audience

Step 3: Design the visual layout

- **Font size:** 30-36 points
- Use your visuals to **emphasise** the most critical information
- **Use color** to show which elements go together

Some options for laying out a poster



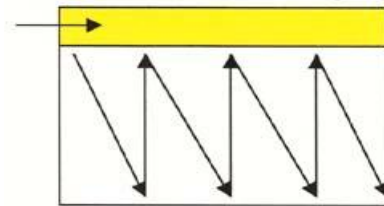
Source Pirjo Elo IPW2012

Step 4: Create coherence

= make it easy for your audience to move from one topic discussed on your poster to another and to see the relationships between them

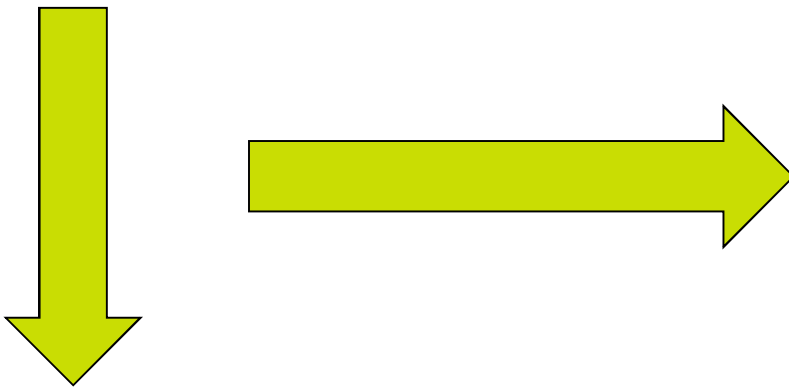
- plan the arrangement of information by relying on what we know about how readers read:

- from left to right
- Top to bottom



A good poster is...

- **focused**
 - identify your main message and create a poster that supports that message
- **visual**
 - let pictures, graphs and images tell the story, avoid too much text
- **logical**
 - make use of gravity in structuring your poster



Create a clever title

Remember to give your group number

Use white space

Clear sections with clear titles

Use visual aids: images, graphs etc..

Give credit: group members, sources and lecturer

Activate your audience!





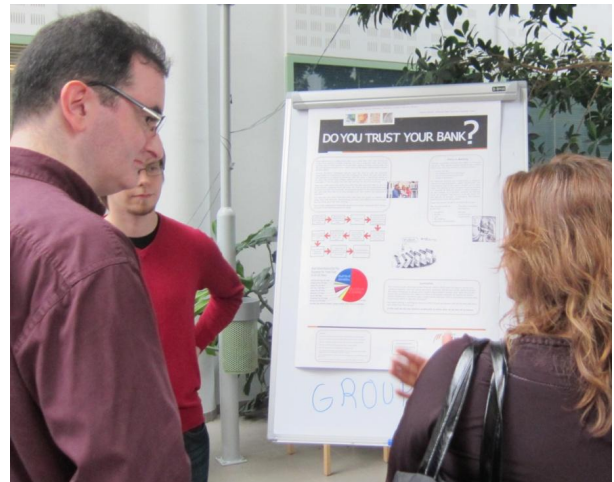
2 Presentation

Timing
Delivery

Interaction
Language

Timing

- Plan for 6 – 8 presentations of 5 – 10 mins
- Allow time for questions and natural interaction



Delivery

- Formal



- Informal

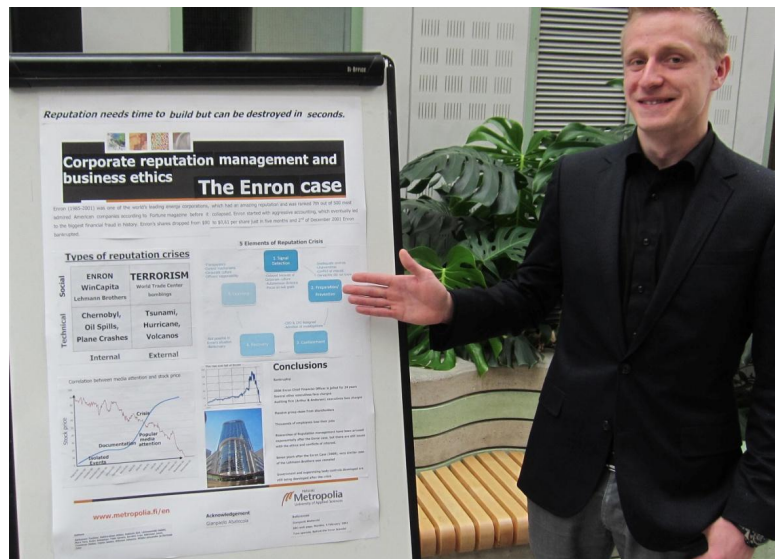


First impression is important

- Practise your opening



Dress to project the right image for your poster



Interaction



Your voice

- Poster sessions can be noisy. You need to project your voice and speak more loudly than normally.



Language

- Inclusive – “we” “our”
“let’s take a look at ...”
- Jargon – have a glossary or handout for complicated terms
- Abbreviations – give a list if necessary

As in any presentation

- Don't read
- Use small cue cards for notes if necessary





Practicalities

Each group ...

- will receive their Metropolia A1 size poster template on Thursday
- may insert prints, charts, text, images, etc. on their poster
- can print A4 size colour print-outs on Thursday
- will evaluate 5-6 other posters during the poster session on Friday at 10.00-12.00.

Poster Session on Friday

9.30 Final poster and presentation **preparations** with your home group, **Main Lobby**

10.00 **Opening** of the event, iPads distributed, **A-auditorium**

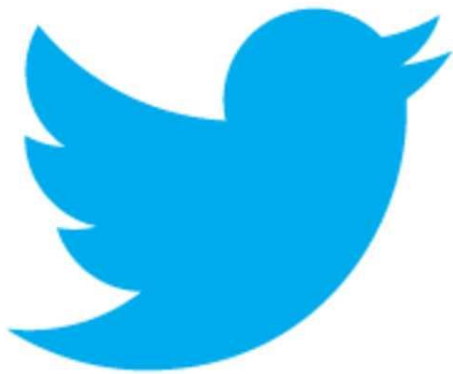
10.10 **Home group's poster presentation** with lecturer & evaluation/assessment

10.50 Groups, lecturers & visitors start moving around **other posters**, evaluation of other posters

11.50 **Return to your own group's poster** with lecturer who takes final attendance

12.00 **Closing ceremony** ALL, A-auditorium

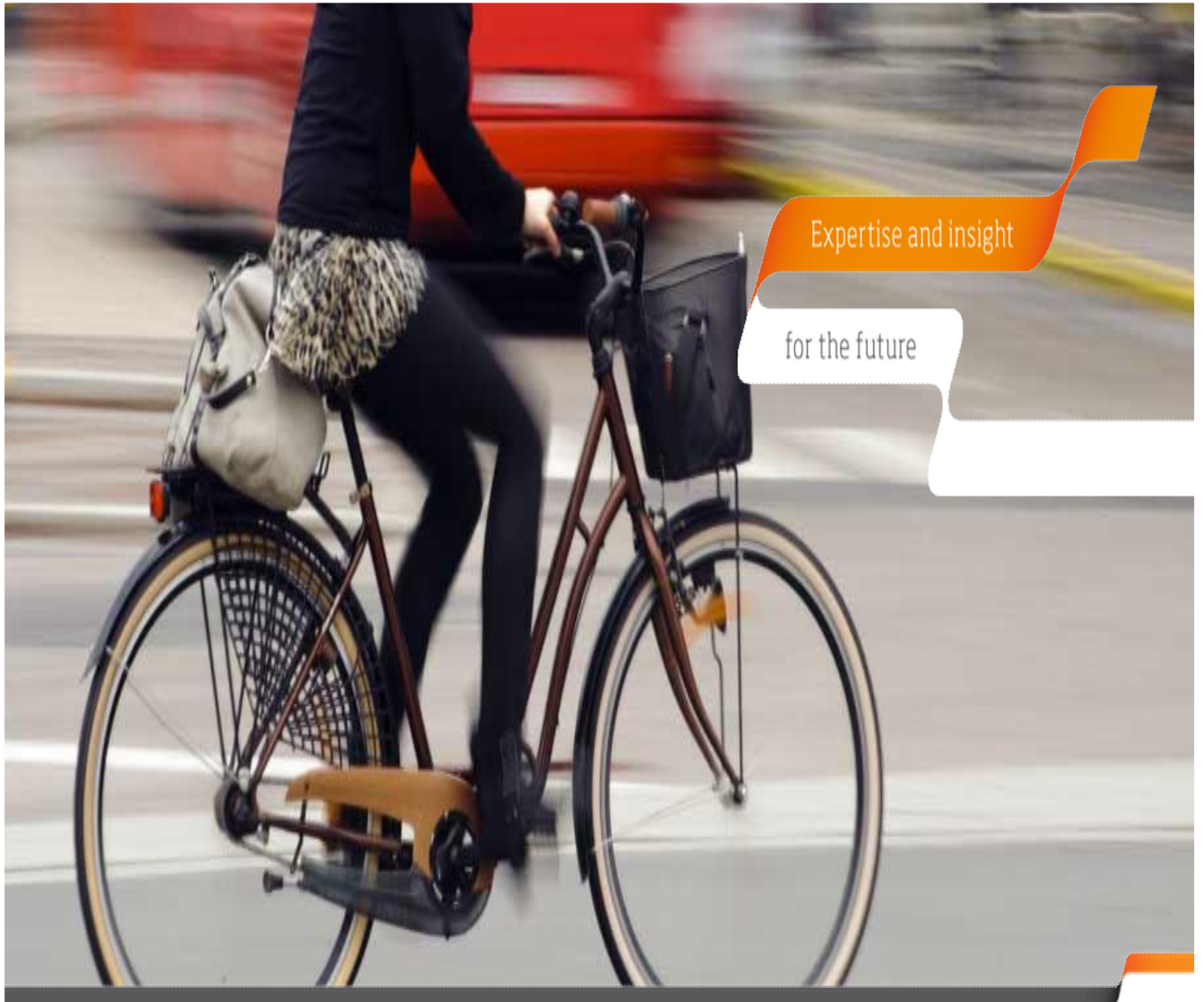
Join the discussion!



#ethicsIPW2015

References

- Elo P Creating poster presentations PowerPoint IPW2012
- McMillan K. & Weyers J. (2009) *The Smarter Study Skills Companion* Pearson
- Purrington, C.B. *Designing conference posters* Retrieved May 2013 from <http://colinpurrington.com/tips/academic/posterdesign>
- Stansfield Louise The 4 Ps of Poster Presentations – guidelines for IPW 2013 (handout available on wiki at <https://wiki.metropolia.fi/display/liiketalous/International+Project+Week+%28IPW%29+13.-17.5.2013>)



Expertise and insight

for the future

THANK YOU!

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