

Expertise and insight

for the future

## Poster Session

Preparation, planning, presentation

# Look familiar?

**ThermoFisher scientific Life Technologies**

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

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:ia, jonka jälkeen se on valmis analysoitavaksi. Riittävä ei tarvitse eniten pestä, sentrifugoida tms.

**AB ENZYMES**

- Perustettu 1907 nimellä Röhmlab and Hess. Toiminut myös nimellä Röhmlab 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
- > Tekstiili-entsyymit
- > Paperiteollisuuden entsyymit
- > Puhdistusaineiden entsyymit

**USA Jobs market grows**

414 000 New Jobs! November 2014

+14% January 2015

USA +3 200 000 jobs

- last eleven months + 200 000 new jobs found

**Coca-Cola is making MILK!**

At first it was a medicine 1886

Coca-Cola was founded 1892

Coca-Cola trademark same color like red 1952

everywhere except Cuba and North Korea

Third valued brand in the world

Competition: Fanta, Sprite, Coca-Cola

**Company**

- + Volkswagen
- GM
- + Amazon

**Government**

- Annual reports
- Forms
- Personal contact
- Law

**Suppliers**

- Phone
- Email
- Fax
- Website
- Contract

**Management**

- Meetings
- Memos
- Emails
- Phone
- Power Point
- Conferences

**Owners**

- Email
- Phone
- Letters
- Board meetings
- (Fax)

**Employees**

- Meetings
- Newsletters
- Emails
- Letters
- Contract
- Intra-Net

**Customers**

- Social media
- Advertisement
- Feedback
- Surveys
- Newsletters
- Conventions
- Trade Fair
- Letters
- Emails
- Customer support
- Promotion
- Quality program

**Financial Commun.**

- Annual reports
- Personal contact
- Stock market
- Phone
- Email

**Competitors**

- Websites
- Press releases
- Media
- Advertisement, Trade fairs
- Conventions
- Analysis, Reports

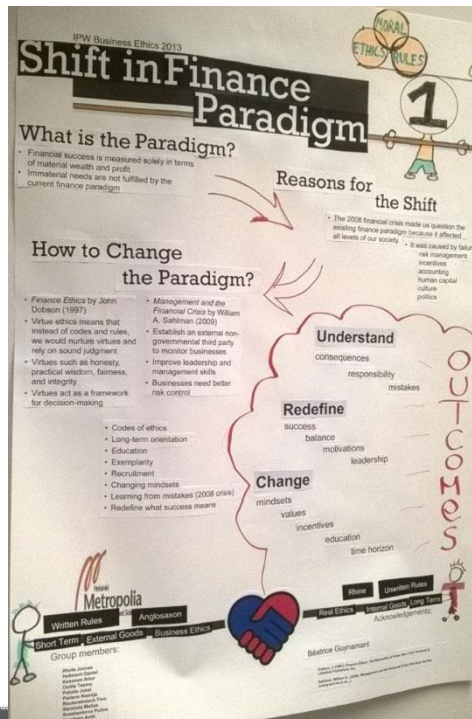
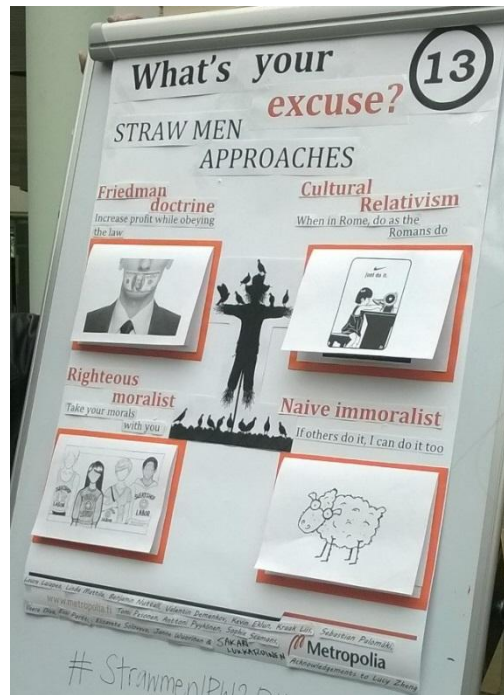
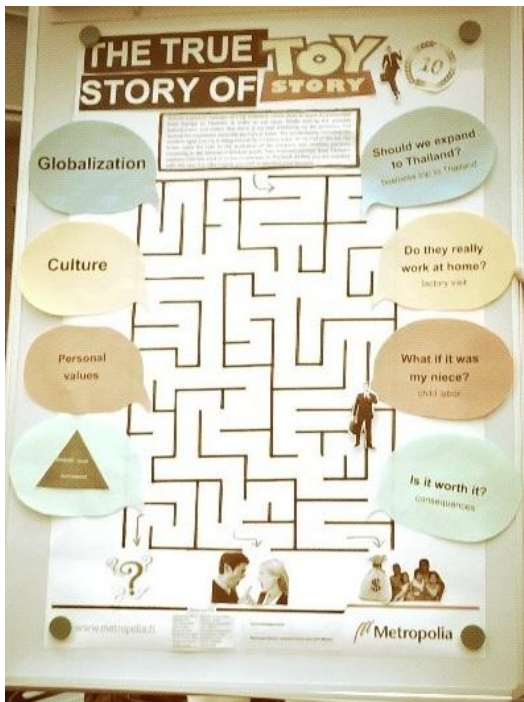
**MOSCOW**

I WANT MORE MONEY

**MOSCOW**

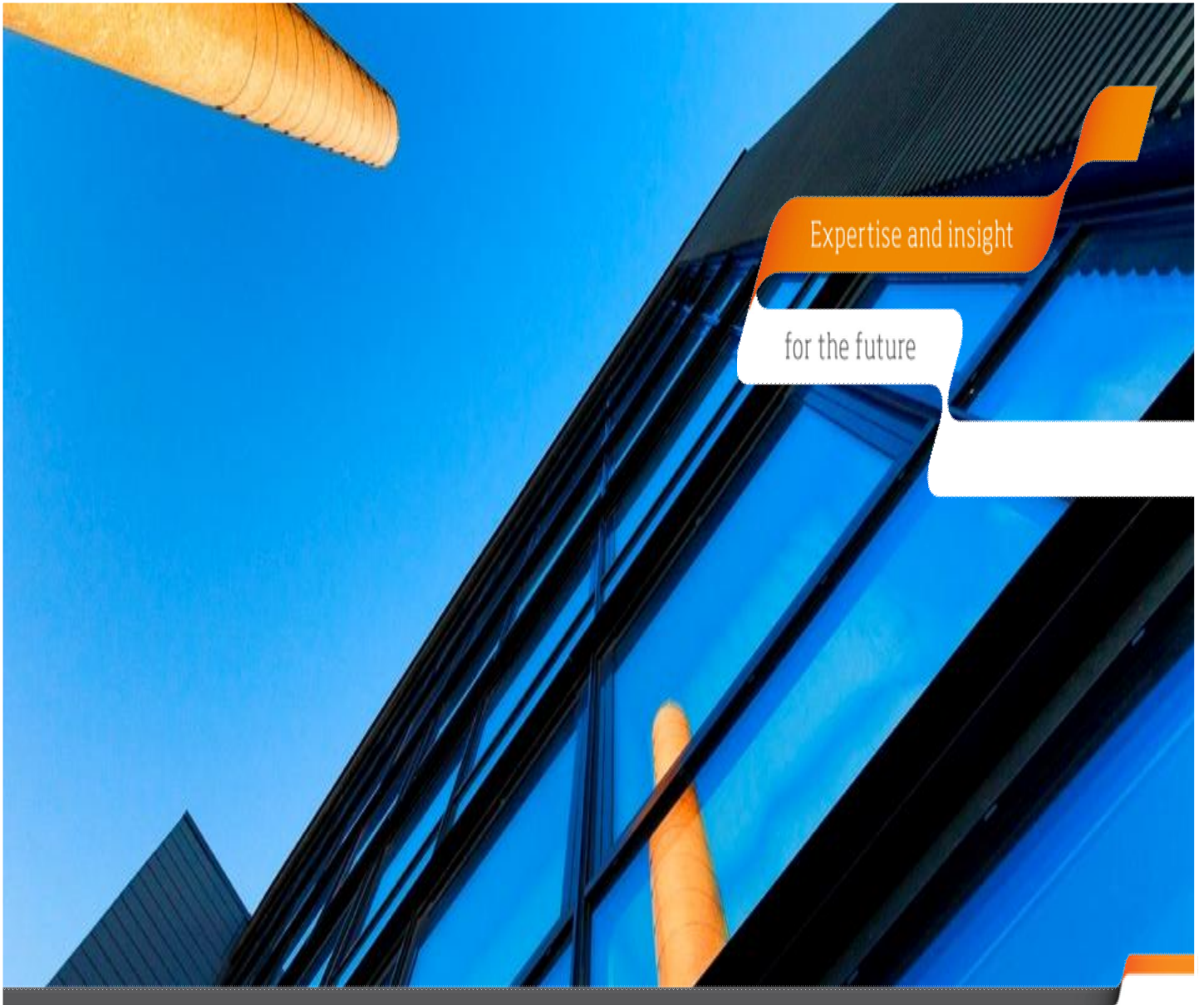
I WANT MORE MONEY

# But have you done this?



# And presented it like this?





Poster Session on Friday 10-12

## 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.**



Create a clever title

Remember to give your group number

Use white space

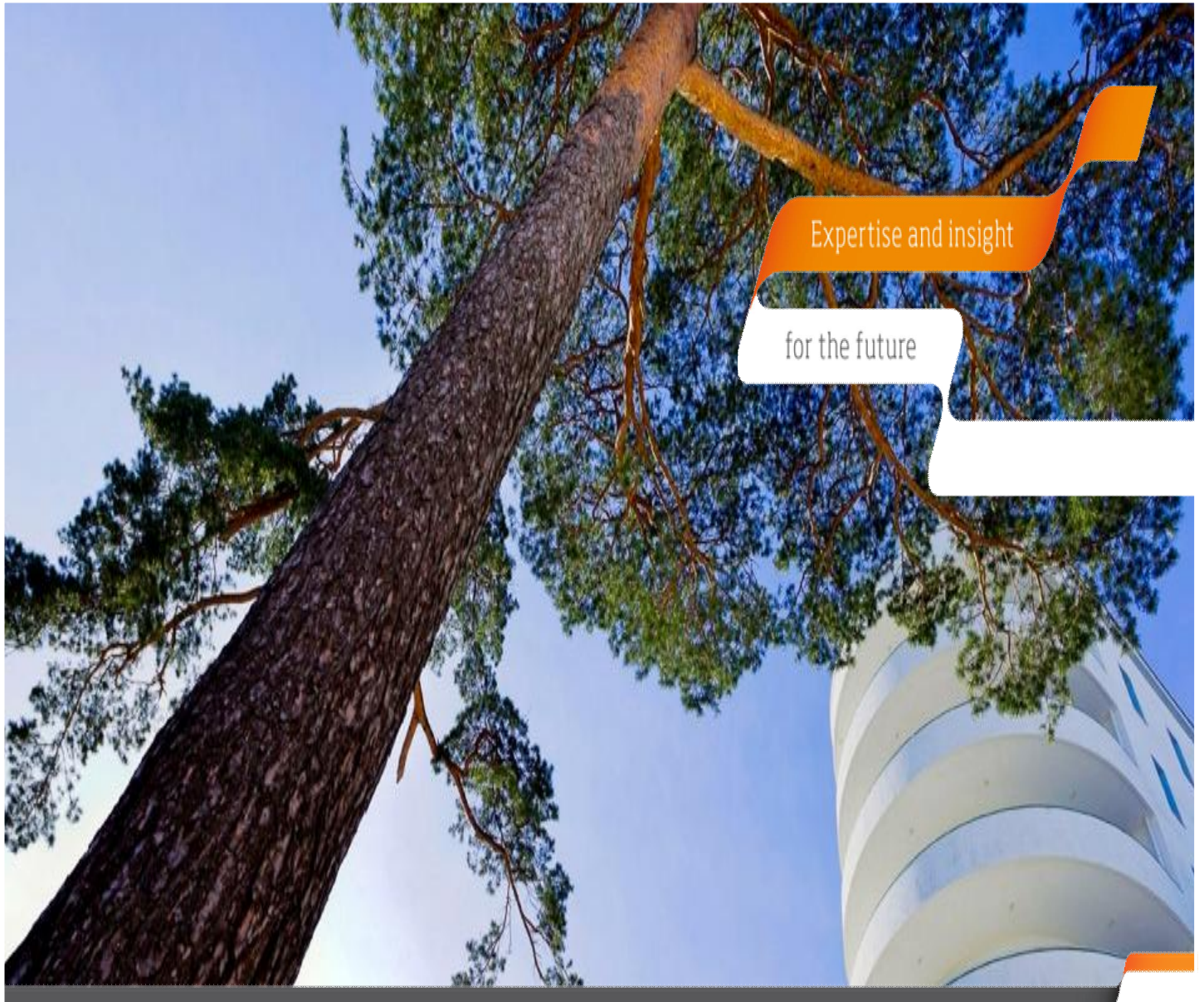
Clear sections with clear titles

Use visual aids: images, graphs etc..

Give credit: group members, sources and lecturer

Activate your audience!





## 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

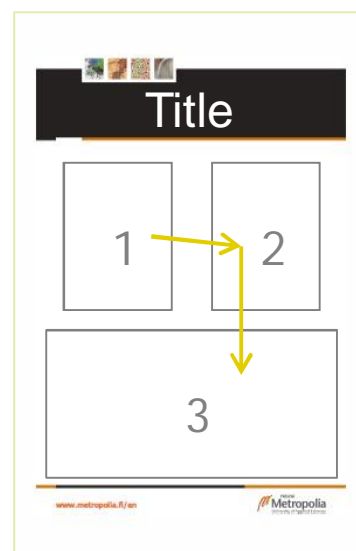
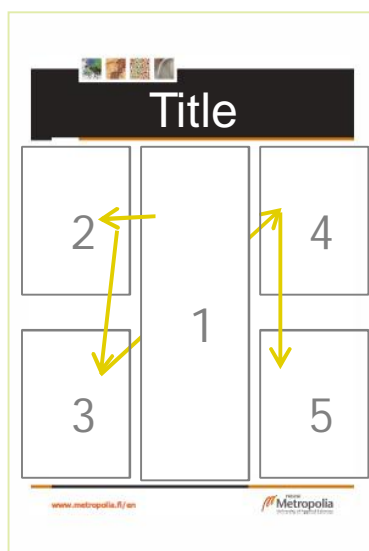
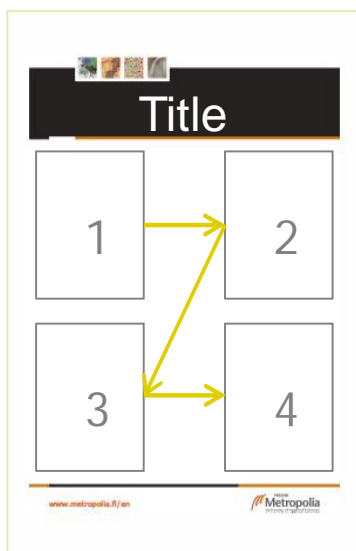
## Step 3: Design the visual layout

§ **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



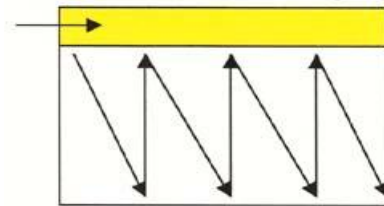
Source Pirjo Elo IPW2012

## 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**

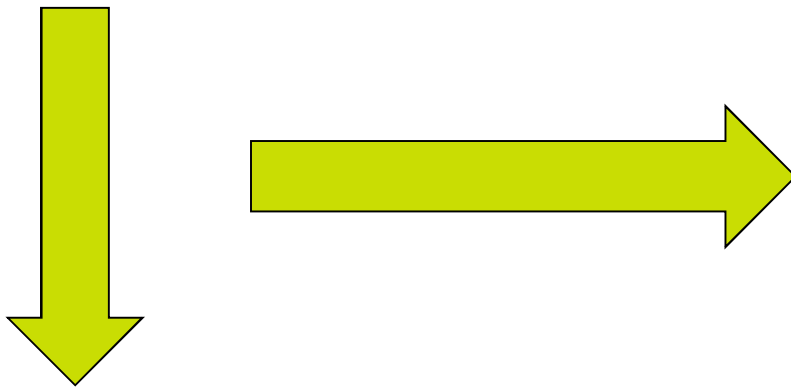
§ identify your main message and create a poster that supports that message

## § **visual**

§ let pictures, graphs and images tell the story, avoid too much text

## § **logical**

§ make use of gravity in structuring your poster







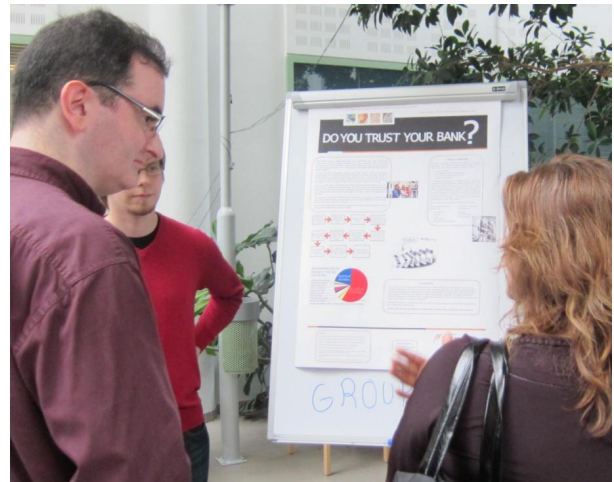
## 2 Presentation

Timing  
Delivery

Interaction  
Language

# Timing

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



# Delivery

## § Formal



## § Informal

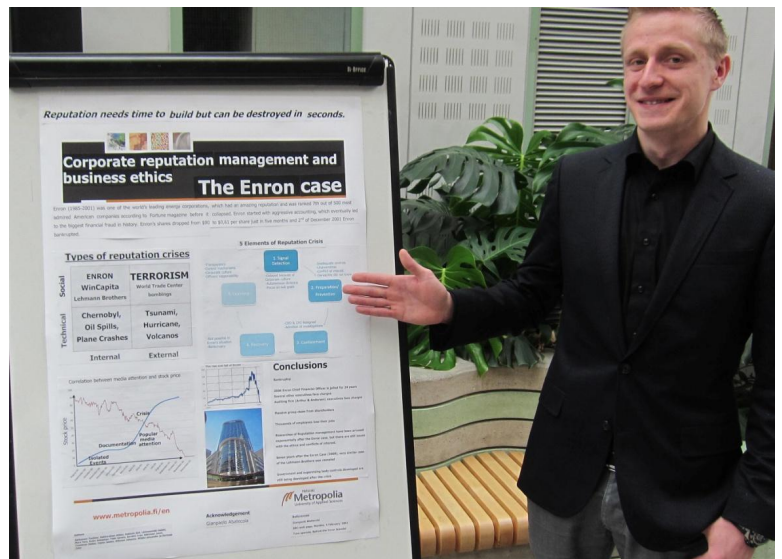
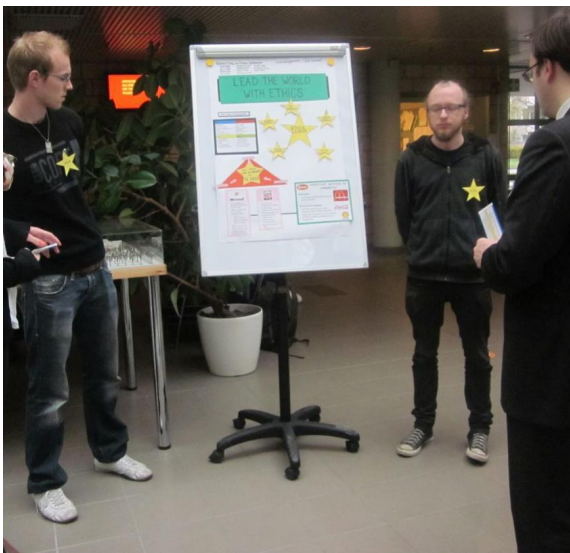


# First impression is important

## § 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**

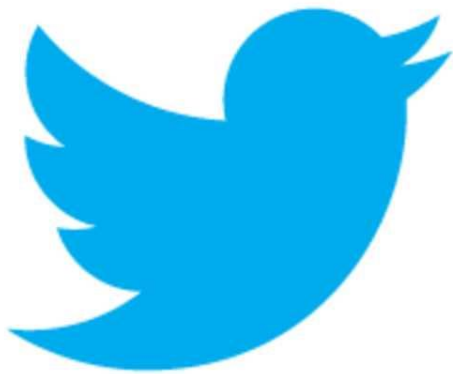
10.10 **Home group's poster presentation** with lecturer & evaluation/assessment

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

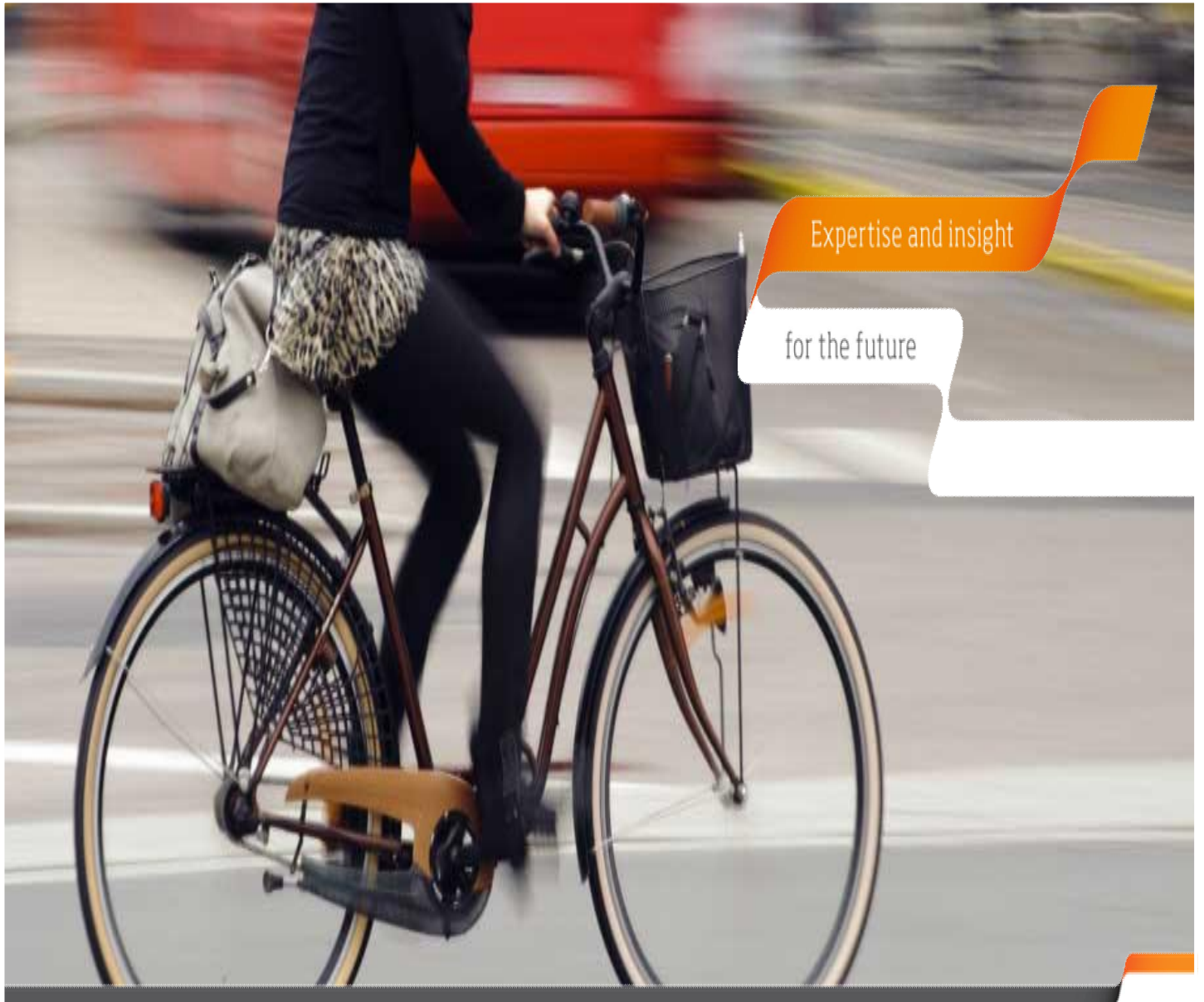
# Join the discussion!



#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>)



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THANK YOU!

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