

## 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>• RNAi</li> <li>• Syöpätutkimus</li> </ul>	<ul style="list-style-type: none"> <li>• Eläinterveystuotteet</li> <li>• Ruokaturvallisuus</li> <li>• Yksilöintimet</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:itä, jonka jälkeen se on valmis analysoitavaksi. Riittävä ei tarvitse eniten pestä, sentrifugoida tms.

**AB ENZYMES**

- Perustettu 1907 nimellä Röhml and Hess. Toiminut myös nimellä Röhml Enzyme
- Kuuluu ABF ingredients-yhtiön
- Pääkonttori Saksassa, Darmstadtissa
- Tehtaat yhteistyössä Alkan kanssa
- > Patentit Trichoderma - sellulaasientsyymeille
- > 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

5,7%

- last eleven months + 200 000 new jobs found

USA +3 200 000 jobs

I WANT MORE MONEY

**Coca-Cola is making MILK!**

At first it was a medicine 1886

Coca-Cola trademark 1912

Coca-Cola was founded 1892

everywhere except Cuba and North Korea

Third valued brand in the world

Competition: Fanta, Sprite, Coca-Cola

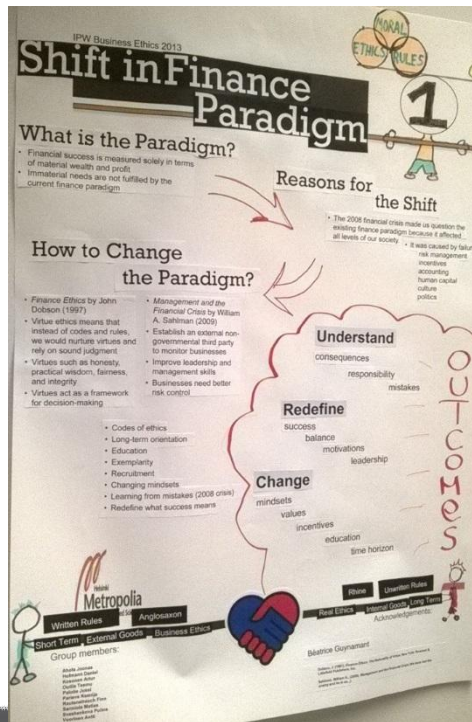
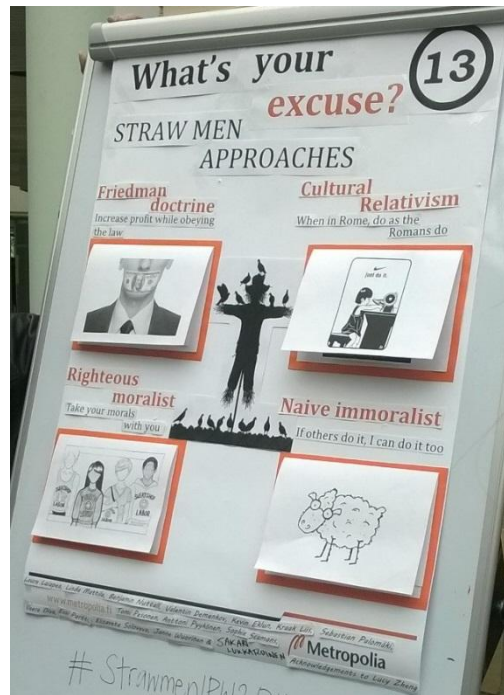
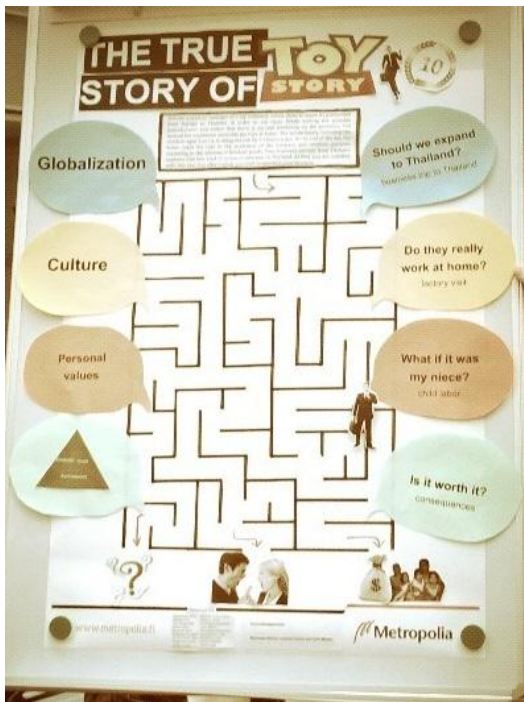
**Company**

- Government: Annual reports, Forms, Personal contact, Law
- Suppliers: Phone, Email, Fax, Website, Contract
- Owners: Email, Phone, Letters, Board meetings (Fax)
- Management: Meetings, Memos, Emails, Phone, Power Point, Conferences
- Employees: Meetings, Newsletters, Emails, Letters, Contract, Intra-Net
- Customers: Social media, Advertisement, Feedback, Surveys, Newsletters, Conventions, Trade Fair, Letters, Emails, Customer support, Promotion, Quality programs
- Financial: Annual reports, Personal contact, Stock market, Phone, Email
- Competitors: Websites, Press releases, Media
- Advertisement, Trade fairs, Conventions, Analysis, Reports

Finan Commun: Annual reports, Personal contact, Stock market, Phone, Email

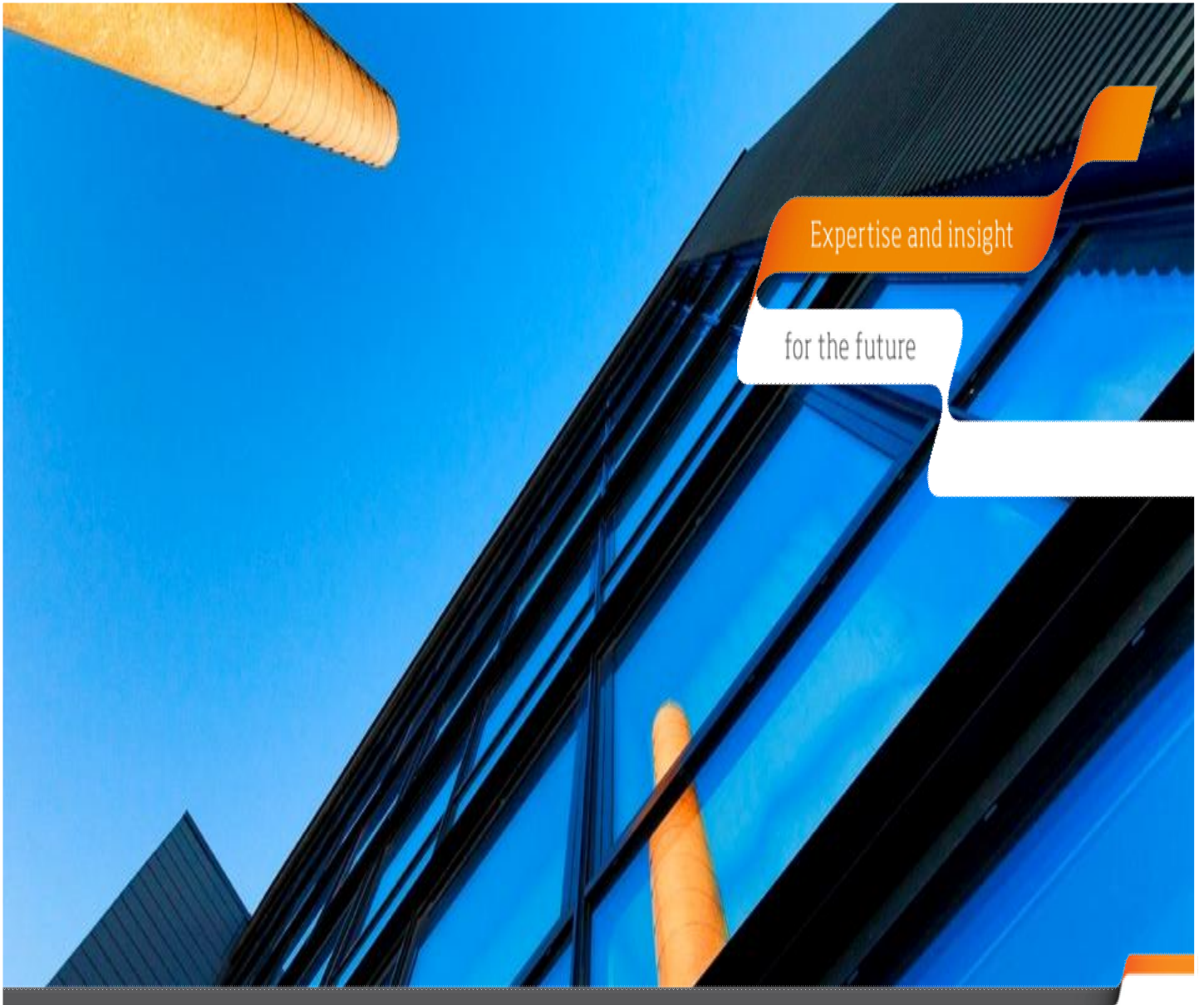
MOSCOW: 1, 2, 3, 7, CLICO

# 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!



Come up with a **clever main title** to clearly indicate your topic and to attract audience

Remember: a **picture** is worth a thousand words

Create clear and **effective titles** to guide the viewer. Share

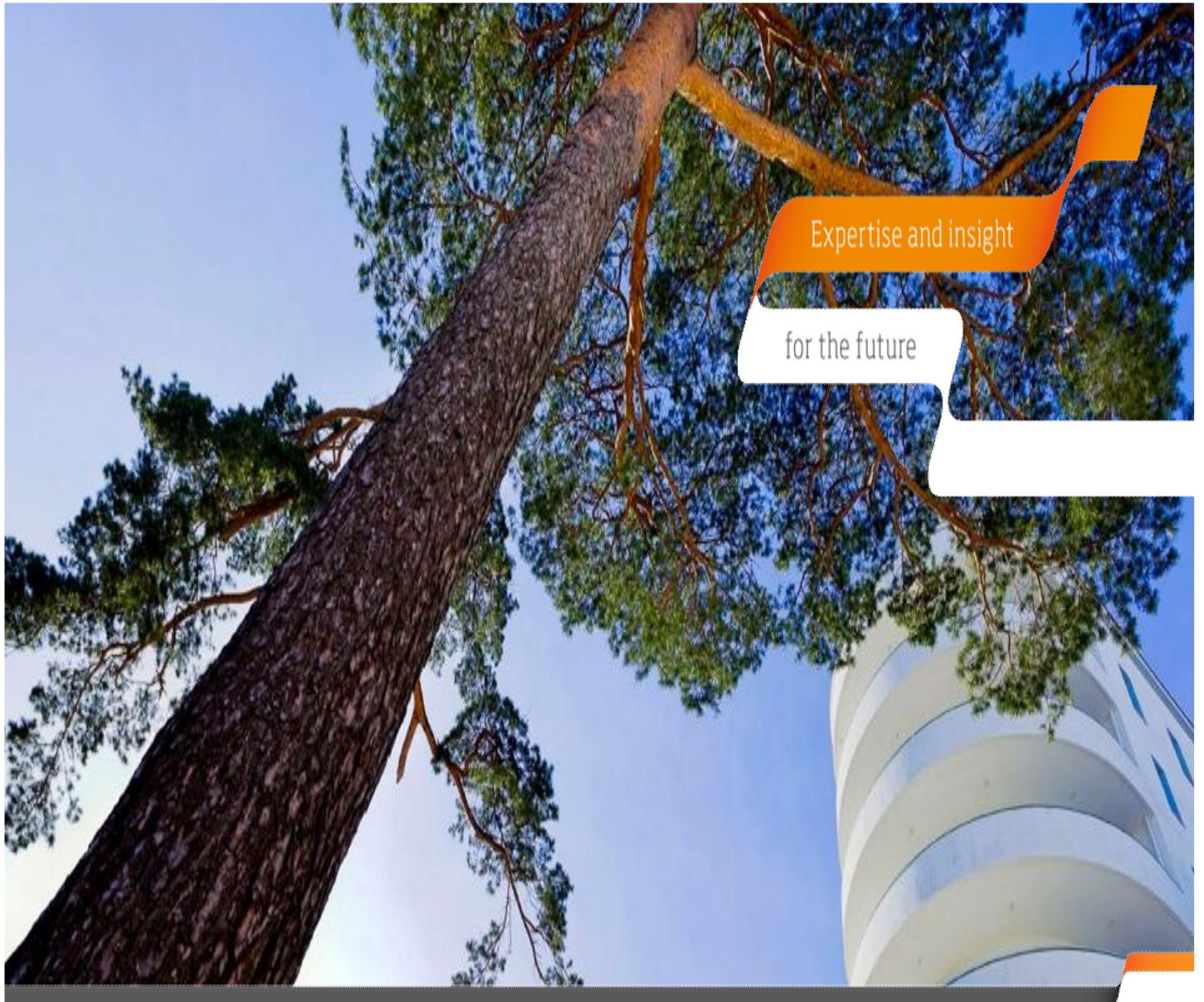
- 1) **the idea** in a nutshell
- 2) **objectives**: what did you set out to do?
- 3) **methods**: how did you do it?
- 4) **process**: what concrete steps /action were taken?
- 5) **Main results and conclusions**

Use **clear bullet points etc.** not too much text

Use **white space** to separate different sections to make it easier for the viewer to get the big picture

Acknowledge the contributors (team members, supervisors, others)





## 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

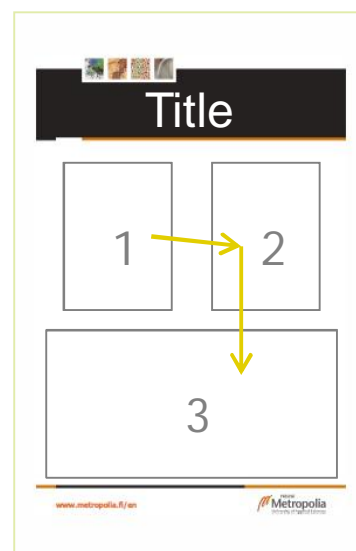
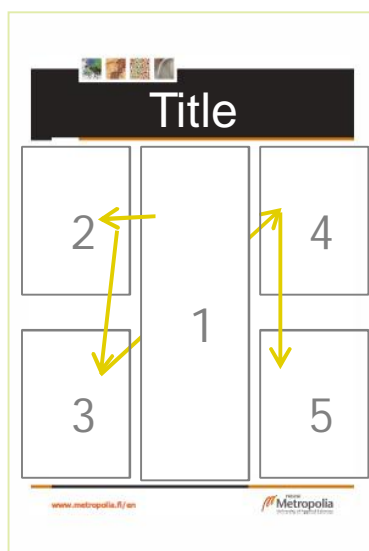
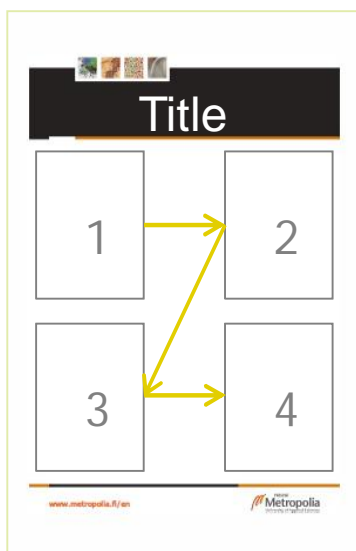
## Step 3: Design the visual layout

§ **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





# A good poster is...

## § **focused**

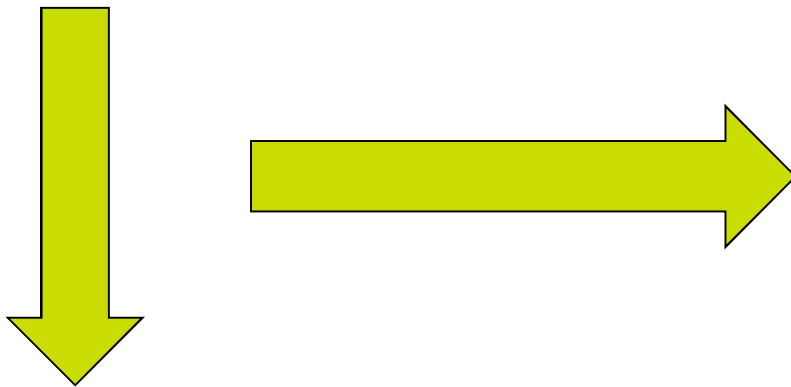
§ identify your main message and create a poster that supports that message

## § **visual**

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

## § **logical**

§ make use of gravity in structuring your poster





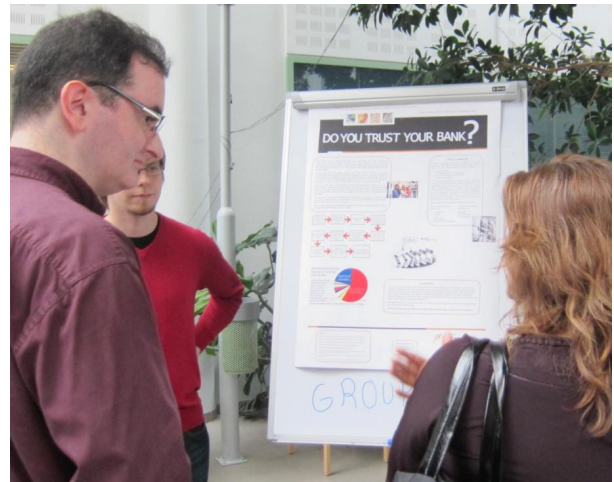
## 2 Presentation

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, Vaara Auditorium

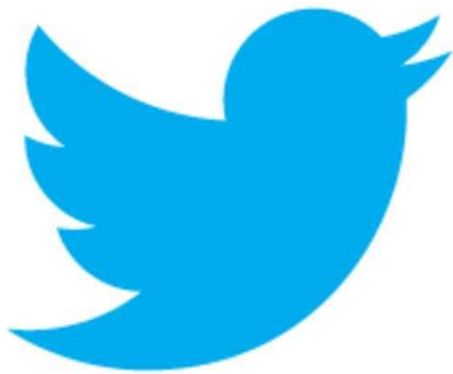
10.10 **Home group's poster presentation** with lecturers & evaluation/assessment

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, Vaara Auditorium

# Join the discussion!



#ethicsIPW2016

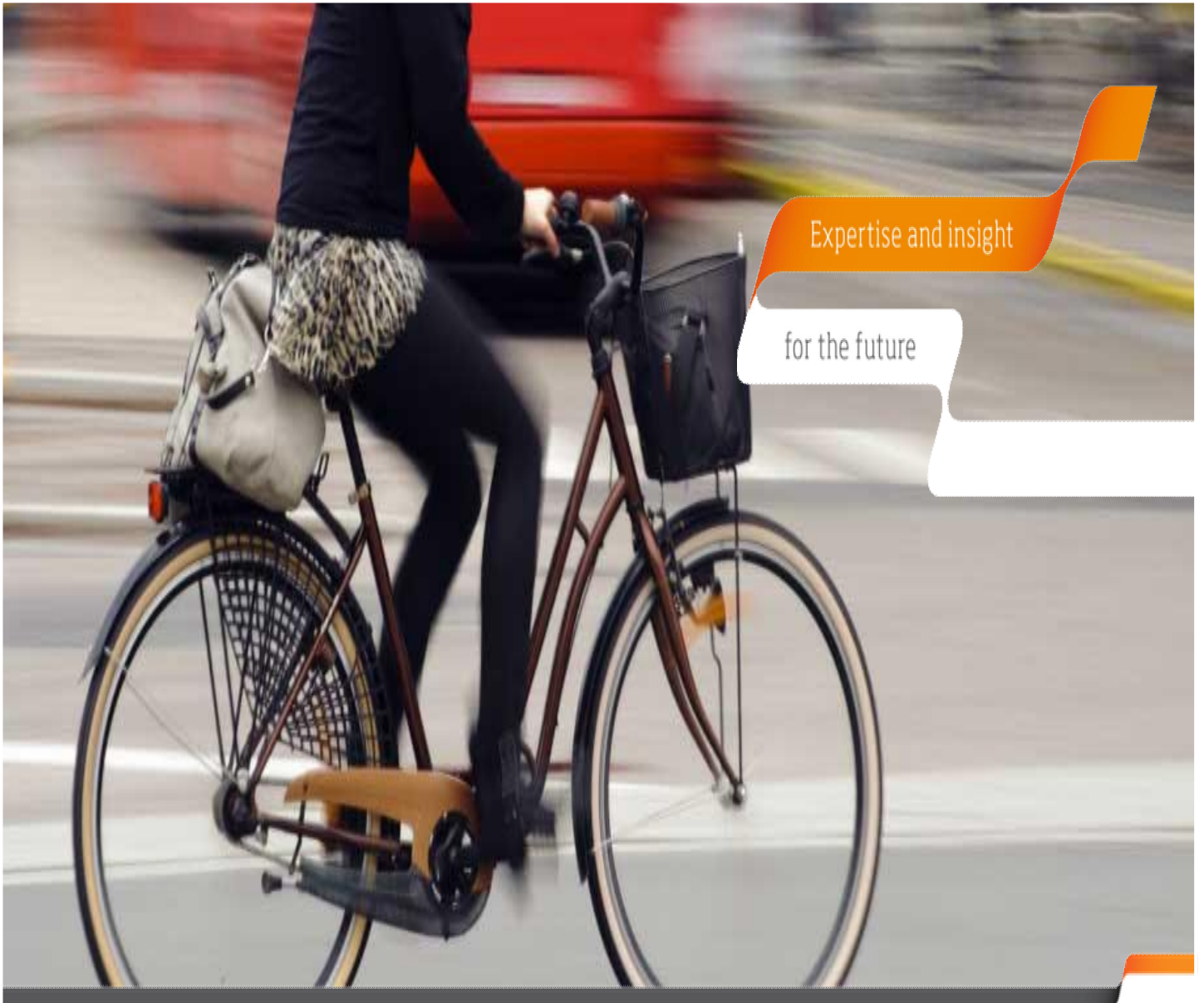
## References

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!

§ [www.metropolia.fi/en/](http://www.metropolia.fi/en/)

§ [www.facebook.com/MetropoliaAMK](https://www.facebook.com/MetropoliaAMK)

§ [name.surname@metropolia.fi](mailto:name.surname@metropolia.fi)