

THE 4 Ps of POSTER PRESENTATIONS

The following guidelines should help you plan, create and deliver your IPW poster presentation. Good luck!

The 4 Ps
Preparation and Planning
Presentation
Practicalities
Positives

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1 Preparation and Planning

1.1 Audience

As in any presentation, the audience is king. Your IPW audience are students and lecturers, Finnish and international. Your audiences will change on Friday. Visiting groups will include members who want a full oral explanation, answers to questions and those who want only a few seconds or a quick glimpse.

1.2 Planning and working as a group

You do not need to start work on your poster on Monday. Concentrate on the content of your classes first. You have time to work on your poster on Thursday afternoon.

Posters will be evaluated on Friday on the basis of poster design, effective presentation, poster contents and key messages learned. Tips for these are given below.

Divide your group and allocate roles according to skills, strengths, needs and wishes. Ensure equal contribution from all and that workloads are fair. Remember, everyone will be presenting at some stage on Friday. Work and practise as a group on Thursday.

1.3 Giving form to content.

Plan your explicit take-home message. What is the key message/core content your audience will take away from the poster? This should be explicit.

Give conclusions not details – your audience want to get to the bottom line fast.

Digital posters & QR codes for smartphones – links to your website, CV, Metropolia wiki etc.

Give your poster an audience centred title – this will also help you find the focus. See examples in Appendix.

1.4 Poster design

See the Metropolia template in wiki. You should include: title, group number, group members, acknowledgements (credit where due i.e. your lecturer, books, sources and references)

Visuals, text – your text needs to be visible from 2 metres away, the title from 3 - 4 metres away.

Make your poster's visual content memorable but coherent. Construct so "less is more" – no sentences – use headline style and balanced bullets. The poster cannot be so visual however that a passer-by would not understand it on its own. Does the take-home message stand out? Is the message accessible and easy to process for the audience?

Look at examples of infographics for inspiration. Creativity goes out of the window as deadlines approach! Anticipate the type of questions you may be asked in advance.

As in any presentation, you should not be reading your poster or content but you can prepare cue cards or small note cards.

Additional content that does not fit on your poster - prepare handouts.

Design the poster with the actual presentation in mind – step 2.

Work with your project lecturer, share ideas.

2 Presentation

2.1 Timing

Your group will probably have 6 - 8 presentations on Friday. Scale your presentation according to how many group members are presenting. Aim to keep the audience with you for 15 minutes. Allow for example approximately 5 or 10 minutes for the presentation and 5 minutes for questions. Allow for natural interaction with your audience. Each presentation will be different. Different presenters may present it slightly differently.

Be clear about the central points you want to make and how much time you will need to get your core message, the take-home across. How much time will you use for elaborating on the key points is part of planning the presentation schedule.

2.2 Delivery

How will your group or individual presenter deliver your explicit take-home message? Think of this as a sales pitch – you have 30 seconds to 1 minute to get your poster's main point across. Remember the first impression is important. Aim to be on the same page with your audience. It's what they hear and get from you that counts rather than you showing them you know all the content of the week's classes. The take-home emphasises benefits for your audience, the WIIFY "what's in it for you".

Project the right image for your team and your topic. How will your group dress and stand? How many will present at one time? Will all team members present in the same style? It may be noisy in the gym on Friday – practise speaking loudly. You will need to be heard over the other poster presentations and all members of your audience including those at the back will need to be able to hear you. Use your voice to effect! Slow down, use oral white space, don't rush your core message.

Aim to look rehearsed – this shows respect for your audience! Check your posture. Look confident. Maintain eye-contact with your audience while highlighting key elements of your poster. Point to the poster without turning your back to the audience. Remember to smile.

Practise your opening and closing, transitions between elements of the poster, guiding the audience to the right part of the poster, handovers between speakers.

Practise the timing. Slow down or speed up and scale content appropriately. Practise with team members asking the questions you anticipate.

Start confidently — pause, eye contact, smile. Hit the ground running. Never apologise - unless absolutely necessary. Play to the overlap – the other posters. Be interactive. Be yourself. Remember to breathe!

CLOSE strongly. Ensure you get a clap! Respond politely and appropriately to feedback.

Some creative ideas for alternative poster presentation delivery are given in Appendix 2.

Practise, practise, practise

2.3 Interaction

Presenting a poster is an opportunity to interact and network with your audience. As you interact with the audience through questions and answers, you can pick their brain and exploit their answers in your own response. You might get more knowledge insight, be published, quoted, tweeted etc. You can interact with the people coming by informally too.

2.4 Language

Use inclusive language appropriately. "Let's take a look at ..." "As we can see ..."

In the planning stage you can mind-map language. Avoid jargon. Have a glossary at hand as necessary.

Project credibility, aim to sound professional, avoid street language.

3 Practicalities

3.1 Creating, editing and assembling your poster on Thursday afternoon

Your group works on your poster Thursday afternoon. Your lecturer may be available to assist you if necessary. The blank Metropolia poster will be delivered to your room. You can make colour print-outs - see separate instructions.

Editing matters! Check spellings, grammar and formatting. Louise will tour the groups to help you with this at some point in the afternoon.

The flipchart with your group number will be in the gym late Thursday afternoon for you to mount your poster.

3.2 Equipment

Have a notebook, post-its or use your mobile phone – to record questions. You will be better prepared for the next group of questions. You could use post-its to post comments on your poster.

Laser pointer, stick or other to point at your poster.

In real life - business cards, for networking with possible partners, investors, press etc

If there's something you need which you cannot find, please ask Pertti Vilpas on Thursday afternoon.

3.3 Poster session Friday

The session is compulsory for everyone. Please arrive early. The session starts at 10.00

The first presentation your group gives at 10.10 is to your own lecturer for evaluation purposes.

After this you take turns manning your group's poster. There must be someone available at all times on your poster. Your group should have a schedule for this.

Group members visit and evaluate the other posters assigned to you group. Use the iPad for the e-evaluations. You can tweet your comments and interact with others using the hashtag #EthicsIPW2014.

Check the evaluation form for the play order. Ensure that someone is manning your poster at all times. Plan for a coffee break for each team member.

At 11.50 you should all return to your group's poster and meet your lecturer who will take final attendance.

3.4 Final plenary 12.00

ENJOY and WELL DONE!

Thank your lecturer and team mates!

4 Positives

You can see all the other posters & groups in action.

You will receive up to 17 explicit take-home messages about business ethics! It's a cafeteria of information on business ethics!

You can network.

You'll get feedback.

You'll have a positive experience – it'll be fun.

Give yourself and your team a pat on the back and have a great Friday night and summer holiday!

5 APPENDICES

5.1 Appendix 1 Example previous IPW presentation and poster titles

Two-part titles

Ethical Financial Reporting CASE: Cuddly Bears Co

Ethical issues in the context of Globalization: Case Katanga mining

Why is sponsorship like marriage? Ethics in sport.

Audience centred titles (titles that hook your audience)

A walk to the vegan side

We are watching you

Clint the global business citizen

They are people not employees

Corporate governance and ethics - is Coca Cola getting it right?

Conventional titles

Accounting Fraud and its Ethical Aspects

SRI Funds

Decreasing crime

Electronic crime: the ethics behind it

Ethics and Human Resources Management

Ethics as a Marketing Tool?

The Banks: Lack of Ethics?

Ethics in negotiation?

Cotton Field Children

The Application of Ethics Theories

Law / Ethics

Sustainable Management

5.2 Appendix 2 Some creative ideas for IPW presentations

Aim to engage your audience and leave them with something -your explicit take home message!

Timing is crucial – you only have 5 - 10 minutes.

Your poster should be able to stand alone and make sense without anyone being present.

But here are some creative approaches to giving the actual presentation:

Powerful verbal imagery

Tell stories, use metaphors, give recent, stand out examples etc. to illustrate your points.

Balloon debate http://en.wikipedia.org/wiki/Balloon_debate

The audience vote on who should be saved on the strength of their argument

Argument and persuasion (rhetoric)

Give your group's opinion and why you believe this

Argue for (and against) one of the ethical theories

Divide the group or the audience into for and against

Let the audience argue with you, allow confrontation

Ethos, Pathos, Logos

The Socratic method <http://www.socraticmethod.net/>

Encourage critical thinking from the audience. You the presenters ask questions based on your poster – the audience becomes the teachers. Summarise the discussion in your closing.

Scenario or situation

Demonstrate with an acted scene the take-home message of your poster. The poster is your "film" poster.

Press Conference Your poster forms a controversial Press Release/Company statement

Your group could be the company's C suite answering difficult questions from the media (the audience).

Negotiation Act out a negotiation, demonstrate what you learned

Adapt an idea from reality TV e.g.

The Apprentice/ Challenge / Fear Factor / Idols etc. for example

Present ethical companies/business ideas The audience votes on which company receives the money/ who continues etc!

The "going for effect" approach

– can lighten a traditional poster presentation

Opening hooks, closing dynamite

Start with music, dim lights (difficult in the gym)

Videos, pictures

Presenters run up to the poster or pop up from behind etc

<http://betterposters.blogspot.fi/2010/08/more-power-poster-with-plug.html>

5.3 Appendix 3 Some useful links

<http://www.slideshare.net/louise.stansfield/the-4-ps-of-poster-presentations>

<http://www.ncsu.edu/project/posters/> An effective poster

<http://betterposters.blogspot.com/> DoctorZen blog for better (scientific) poster design

<http://blog.postersession.com/> Poster geek blog tips

<http://www.owl.net.rice.edu/~cainproj/designing.html> Poster Design Guide Cain Project – practical tips

<http://colinpurrington.com/tips/academic/posterdesign> (last accessed 11 May but page may have moved)

<http://p2i.eval.org/index.php/research-poster/> How to design a research poster

For (research) poster templates

<http://www.studentposters.co.uk/templates.html>

http://www.posterpresentations.com/html/free_poster_templates.html

Poster design elements

Colour <http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm>

<http://visual.ly/> Infographics and datavisualisation

<http://www.infographicsarchive.com/create-infographics-and-data-visualization/>

Infographics

<http://pinterest.com/finnfield/business-ethics-ipw/> For ideas see my board on Pinterest

Ethics and infographics - a discussion in a blogpost

<http://infonewt.com/blog/2013/4/2/business-ethics-and-infographics-as-linkbait.html>

<http://infonewt.com/> How to design infographics

Example research poster

http://www.yorku.ca/yfile/special/research_day_posters_feb_4_2013.pdf