



*Advancing Family Medicine to Improve Health
Through a Community of Teachers and Scholars*

38th Annual Conference on Medical Student Education

“STFM POSTER PRESENTATION GUIDE & INSTRUCTIONS”

February 2-5, 2012 Westin Long Beach Hotel Long Beach, CA

1. OBJECTIVE OF THE POSTER SESSIONS

The purpose of the poster sessions is to provide an opportunity for the conference participants to become acquainted with your study quickly and easily. Your objective at the poster sessions is to present the "bare bones" on your data in graphic, tabular, or chart form so as to pique the interest of passersby who might then wish to stop and discuss your work in more detail.

An effective poster presentation is not simply a journal article hung on a wall. It should be a highlighted synopsis enabling the viewer to move quickly through the analysis of the topic. Resist the temptation to reproduce full pages of typed material. Viewers will be more intrigued by crisp phrases and brief lists. Full pages of text are unlikely to be read in their entirety, and the crucial point of your presentation may be overlooked in an overabundance of words.

2. DATE & TIME

Set-up Time: Thursday, February 2 after 4pm; or, Friday, February 3 by 9:30am

Take-down Time: Saturday, February 4; all poster materials must be removed by 10:30am

Staffed Times: (during Refreshment Breaks)

Friday, February 3 9:45-10:15 am & 3:15-3:45 pm

Saturday, February 4 9:45-10:15 am

Your poster will remain on display throughout the conference, however we do request that you staff your poster during the times listed above, to discuss your work with other attendees.

A numbered list of posters will appear in the conference program of your registration packet to assist you in locating your poster space. STFM staff will be available to help you at the conference.

3. DISPLAY FORMAT

Each presentation is allocated (1) poster board that is 4-ft (height) x 8-ft (width). As a rule, six to eight individual panels (8 ½ x 11 pages) are recommended for each poster. Each panel should be prepared on heavyweight paper or lightweight cardboard so they are easy to mount to the tack board (tacks or velcro). Most presenters prepare a "roll-out" poster that covers the entire board, making it easier for presenters to prepare, and for attendees to view!

For posters that present information about a study, evaluation, or investigation, a standard means of displaying the information is: one panel for a brief statement of the problem, one panel for a brief description of the methods used, three to four panels to show graphs or figures depicting the results, and one panel presenting the conclusions and/or recommendations. Posters describing a program component or activity may not be able to present information in a standard fashion. In this case, presenters are urged to design posters in whatever fashion they believe best describes the program component or activity. Remember that the presentation is primarily a visual one, and make maximum use of figures, graphs, diagrams, and flow charts on the panels used.

A printed strip at least four inches high showing the title of the presentation and the names of the authors or presenter(s) should be prepared for each poster, and affixed to the top of your poster display. Attendees will be standing from three to six feet away from the poster, so lettering should be easily legible from that distance.

Each individual panel in the display must be clearly numbered in the upper right hand corner so that viewers can quickly determine the sequence to follow in viewing the individual panels in each presentation. Your poster should be self-explanatory without the need for an accompanying handout. If you wish to supplement your presentation with handout material, please label it clearly with the title of your presentation. A 6-ft x 18-inch table for handout materials will be provided with each poster board.

4. TIPS FOR PREPARING A POSTER PRESENTATION

The major components of an effective poster presentation include:

1. Statement of the Problem
2. Materials and Methods
3. Results
4. Conclusion/Recommendations
 - If using multiple pages for your poster presentation, number each panel/page of your poster so sequence for viewing is clear to viewer.
 - Be sure that the connection of ideas and progression of thought is clear from one panel/page to another.
 - Use a minimum of text (common rule – text for a poster presentation should not exceed 25 lines per page).
 - Use lists or phrases instead of complete sentences when possible.
 - If an accompanying handout is needed for your poster presentation, label it clearly with the title of your presentation.

5. EDITORIAL ASSISTANCE & ARTWORK PROCESSING

Necessary material(s) and/or labor for processing/displaying poster presentations are the sole responsibility of the presenter.

6. AUDIO/VISUAL EQUIPMENT & ELECTRICAL OUTLETS

STFM does not provide audio-visual equipment for poster presentations. Presenters are allowed to use their laptop computers to assist with their poster presentation, however a computer presentation cannot replace the visual poster presentation on the poster board provided. Electrical power for computer may be provided, depending on the exhibit hall layout and space design. Power will not be supplied if additional fees apply. Presenters should make sure that computers are fully charged for their presentation.

7. REVIEW & SUMMARY

An effective poster session:

- * Can be read and understood easily from a distance of 4 feet.
- * Have charts and tables that can be comprehended in 1 minute per page viewing time.
- * Have posters displayed as nearly at eye level as possible.

An effective poster presentation can be even more useful to its authors than an oral presentation. There is the opportunity for one-to-one discussion with viewers; the resulting feedback is frequently quite valuable.

Don't try to cram everything into a poster presentation that you would include in a 10-minute oral presentation. Remember that your viewers are walking by; distracted by conversation and the passage of other viewers; and looking for interesting poster presentations to return to for closer examination.

Thank You for presenting and we wish you the best for a successful conference!