



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

Dear STFM Annual Spring Conference Poster Presenter:

Congratulations on having your work accepted for presentation as a poster at the 2012 STFM Annual Spring Conference in Seattle. You can visit www.stfm.org/annual and search for your poster by your last name at the “Search Education Sessions” link to find your presentation date and time.

A poster session provides an ideal opportunity for sharing your ideas “one-to-one”, and this year’s conference provides poster presenters with 90-minutes of presentation time to share these ideas with attendees. Be sure to display a poster that will clearly show your work in a format that allows participants to easily grasp the main elements of your program or study, while they are visiting the poster hall. Since some colleagues may want to apply your work in their own setting, your poster should address the evaluation of your project, program, or research, and we encourage you to have handouts and/or business cards available to enhance the networking opportunity. Note, poster presentations will occur concurrently with other educational sessions.

SET-UP & TAKE-DOWN SCHEDULE:

- Please have your materials posted before the morning refreshment break (you may post as early as 8 am.)
- Please remove your poster materials immediately following your scheduled presentation time (see below).

PRESENTATION SCHEDULE:

Although your poster will be displayed for the entire day you are scheduled, please be available at your poster during the following times to discuss your project with conference attendees.

Thursday, April 26: Research and Scholastic Posters are presented at 2-3:30 pm.
Behavioral Science Fellows and Emerging Leaders Fellows Posters are presented at 5:30-7 pm.

Friday, April 27: Research and Scholastic Posters are presented at 2:45-4:15 pm.

Saturday, April 28: Research and Scholastic Posters are presented at 3:45-5:15 pm.

Important Reminders:

- * Presenters must register for the conference and pay the applicable registration fee. To register, visit: www.stfm.org/annual.
- * Please share the attached information with your co-presenters. This correspondence is being sent to the “lead presenter” only.
- * Due to strict CME guidelines, no marketing or sales of any kind are allowed during your poster presentation.
- * The conference does not provide audio/visual equipment for poster presentations.
- * STFM will provide (1) poster space (4-ftx8-ft) per poster presentation; Due to space limitations and Fire Marshall Code, tables will not be provided.

Thank you for contributing to the STFM Annual Spring Conference in this significant way. If you have any questions, contact the STFM office at 800-274-7928, ext. 5415 or dazbill@stfm.org.

We look forward to seeing you in Seattle!

STFM Annual Spring Conference: PREPARING YOUR POSTER PRESENTATION

The abstracts chosen to be prepared and delivered as poster presentations for the STFM Annual Spring Conference are once again of high quality, and the sessions should be both informative and productive for all involved. We look forward to your participation!

1. OBJECTIVE OF THE POSTER PRESENTATION

The purpose of your poster presentation is to provide an opportunity for colleagues to clearly understand your work in a format that allows them to easily grasp the main elements of your program or study, while they are visiting the poster hall. Since some colleagues may want to apply your work in their own setting, your poster should address the evaluation of your project, program, or research, and we encourage you to have handouts and/or business cards available to enhance the networking opportunity.

An effective poster presentation is not simply a journal article hung on a board. 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. DISPLAY FORMAT

Each display is allocated a 4-ft x 8-ft Poster Board (cork board covered in cloth for use with Velcro or push pins). Each poster should be prepared on heavyweight paper or lightweight cardstock so they are easy to mount to the tack board.

If you are presenting 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 visual first, and verbal second, so make maximum use of figures, graphs, diagrams, and flow charts on the panels used.

The names of authors or presenter(s) should be prepared and included for each poster. Your lettering for this information should not be less than one-inch in height. Conference attendees will be standing 3-6 feet away from the poster and the lettering should be easily legible from that distance.

Your poster should be self-explanatory. If you wish to supplement your presentation with handout materials, please label it clearly with the title of your presentation.

3. 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
 - Number each panel of your poster so sequence for viewing is clear to viewer.
 - Be sure connection of ideas and progression of thought is clear from one panel of the poster to another.
 - Use a minimum of text (a rule of thumb is that total length of text for a poster presentation should not exceed 25 lines).
 - 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.

4. EDITORIAL ASSISTANCE AND ARTWORK PROCESSING

Assistance in submitting artwork and other necessary material for processing for poster presentations should be obtained from the presenters' own facilities.