



RISEBA

Biznesa, mākslas un tehnoloģiju
AUGSTSKOLA

PRESENTATION SKILLS

POSTER PRESENTATION

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WHAT IS A POSTER PRESENTATION?

- ✓ PRESENT SELECTED RESULTS AND INFORMATION TO PEOPLE AT A CONFERENCE AND/OR PUBLIC DISPLAY
- ✓ HIGHLIGHT CONCLUSIONS, RELEVANCE AND IMPORTANCE OF YOUR WORK
- ✓ DISCUSS YOUR WORK AND GET FEEDBACK

WHY?

- ✓ TO INFORM, ENGAGE PEOPLE AND ATTRACT INTEREST IN YOUR WORK
- ✓ TO ADVERTISE YOUR DEPARTMENT, UNIVERSITY, RESEARCH GROUP AND YOURSELF
- ✓ TO MAKE NEW CONTACTS FOR COLLABORATION AND JOB

FACTORS TO CONSIDER

- ✓ POSTER FORMAT SPECIFIC TO A CONFERENCE
- ✓ VENUE REQUIREMENTS (E.G. SIZE AND SHAPE OF POSTER, SPACE PROVIDED, REGULATIONS RE FONT AND GRAPHICS)
- ✓ YOUR AUDIENCE WILL NOT APPROACH YOU IF YOUR TOPIC OR THEME IS NOT CLEAR FROM ~ 3 METRES.

DESIGN TO ATTRACT

THE POSTER NEEDS TO BE EASY TO FOLLOW WITHOUT THE NEED FOR EXCESSIVE EXPLANATION. HAVE A LOGICAL AND CONSISTENT LAYOUT SO THAT IT IS EASY FOR THE READER TO FIND WHAT THEY WANT.

DESIGN TO ATTRACT

COLOURS AND BACKGROUNDS SHOULD HIGHLIGHT, DEFINE AND ASSOCIATE INFORMATION; THEY SHOULD NOT DETRACT FROM YOUR INFORMATION. COLOURS LOOK DIFFERENT ON SCREEN THAN IN PRINT: CHECK BY PRINTING IN A4 FORMAT.

DESIGN TO ATTRACT

- ✓ SPACE
- ✓ TEXT
- ✓ GRAPHICS

CONTACT ME

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