

THE POSTER PRESENTATION

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EPIC JULY 2026



INTRODUCTION

A poster presentation combines a visual display of your research (a large poster summarizing your project with text, graphs, and images) with an in-person, conversational explanation. This is typically done by undergraduate and graduate students.



Dennis Schroeder/NREL via flickr.com. Public domain (US government agency)

ELEMENTS OF A POSTER PRESENTATION

Motivation

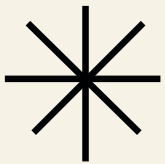
Format

Sections

Elevator Pitch

Engagement

Attire





Scientists have an obligation to advocate, explain and present their research.



Scientific presentations foster professional collaborations.



This gives students the opportunity to demonstrate their ability to conduct research and communicate their findings.



In some cases, this may be a requirement for continued funding or a way to demonstrate that funding was utilized properly.

why?



FORMATTING DO'S

Check

Check with the specific conference guidelines for poster size. This can range from 3'x4' to 4'x8'.

Use

Use a light color poster with dark text. This is usually a white background with black text.

Create

Create an eye catching title using large (72-100 pt) font size.

Include

Include the names of all authors and their institutions.

FORMATTING DON'TS

1

Avoid using full paragraphs. Instead use bulleted lists.

2

Use no more than two or three font colors.

3

Background images beneath text can be confusing and difficult to read.

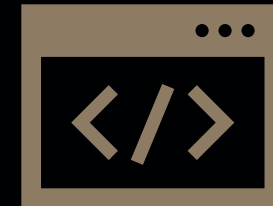
4

Don't use fonts that are difficult to read. Stick to widely used fonts.

SECTIONS



Each section should have a clearly labeled heading and should use a large enough font size to be easily read.



Incorporate as many visually interesting and relevant graphics as possible in each section.

SECTION 1: INTRODUCTION



CLEARLY STATE WHY
THIS RESEARCH IS
IMPORTANT.



GIVE CLEAR
BACKGROUND
INFORMATION.

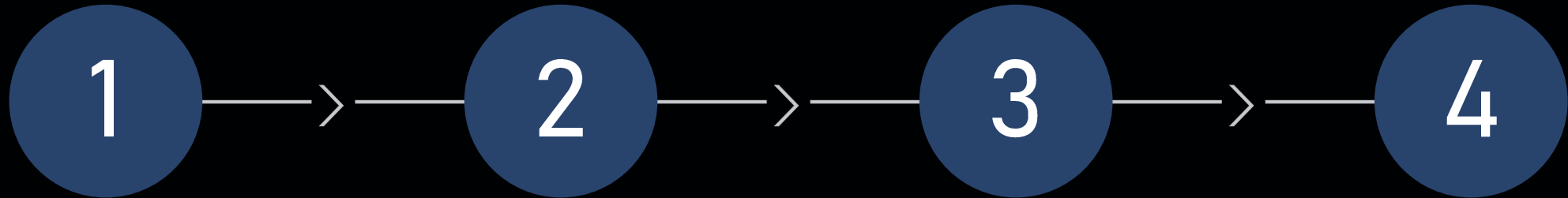


AVOID JARGON.



DRAW THE READER'S
INTEREST.

SECTION 2: PROCEDURE



Clearly state what methods were used in your research.

Describe the resources that were utilized.

Include any tools that were used.

Incorporate as many images, tables and/or charts when possible.

SECTION 3: RESULTS



This is the main portion of your poster.



Avoid using raw data.



Explain the data analysis and include visually attractive results.



Don't use jargon.

SECTION 4: CONCLUSION



Restate why the research is important and relevant.



Clearly summarize your work.



Be concise. Stick to 2-4 bullet points.

SECTION 5: REFERENCES

Be sure to cite any work referenced in the presentation.

Don't include titles in the citation.

Example:

J. Scott, Phys. Rev. C 13, 42 (2027)

SECTION 6: ACKNOWLEDGEMENTS



Be generous. Thank all of the collaborators that are not authors.



Include sources of funding and support.



Don't forget to include small grants for travel.



This can be important for future funding.

THE “ELEVATOR PITCH”

Create a story explaining the topic, your findings and the importance of your research.

Avoid jargon. Use language that can be understood by the general public.

Keep the pitch to under 10 minutes.

There should be a clear beginning, middle and end.

Practice, practice, practice.



ENGAGEMENT

Stand near your poster for the entire allotted time.

When someone approaches your poster, introduce yourself and say hello.

Be friendly and welcoming.

Learn something about the person's background so that you can tailor your presentation to them.

Use this opportunity to create networks.

FOLLOW UP



Be sure to create a contact list.



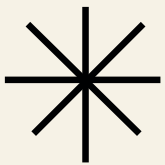
Follow up with any unanswered questions.



Reach out to others about their research.



Thank your host(s) for the opportunity to present your research.



ATTIRE

The typical dress code for scientific meetings is usually business attire, such as a suit jacket and/or a work-appropriate shirt with slacks or a skirt and dress shoes.

Pick clothing that is comfortable and fits.

CONCLUSION

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THANK YOU!
QUESTIONS?

