

How to prepare a good poster to participate at an international conference

A poster consists of text and other graphic material mounted on a piece of size A1 cardboard (i.e. the size of eight A4 sheets). We will provide facilities to hang your poster on partitions (drawing pins or similar). Your poster can outline your research project as a whole, or a particular question you are grappling with. It is absolutely OK to present the questions you are working on, you do not need to present complete answers. Posters are aimed at generating interesting discussions with other conference participants that are rewarding for you and your research.

When preparing a poster it is a good idea to first identify the key concepts, ideas and questions you want the audience to understand, and what the logical relationships between these concepts, ideas and questions are. The next step in the preparation of a successful poster then focuses on how to visualize these relationships.

As a poster is intended to give the viewer an overview over the research in question, it is important to limit the basic structure of the poster to the most important issues and to use key words in large letters to denote them. It is perfectly OK to have these key words written by hand, preferably with large markers or big crayons. Keep in mind that the viewers will get a first impression of the logic of your research when standing a few meters away from your poster. This is when you want to catch their interest, so colors and graphical presentation are important.

You can then use some smaller typed text to elaborate on particular points which you would like to discuss with others or on which you would like to receive feedback. You can stick such text onto the cardboard next to the relevant keywords. Make sure that the difference in size clearly indicates that this is the more detailed information you would like the viewer to consider once they have an overview and their attention has been captured.