

Dear Students:

Congratulations on your submission and acceptance of a poster to the Georgia Speech-Language-Hearing Association (GSHA) Convention. Presentation of a poster requires critical thinking, oral and written communication, and collaboration with others. The Higher Ed Committee of the Georgia Speech-Language-Hearing Association would like to provide you with information on how to create and present a poster. As a preliminary step, please contact a faculty mentor from your University to let them know of your plans to present. (Your program may have specific requirements and recommendations for poster preparation and presentation.) Our committee recommends two websites to help you. The following sections include information from the ASHA website ("Poster Session Information" that contains relevant information for the GSHA convention.

Poster Board Specifications

The poster board surface is approximately 4' high x 8' wide and boards are made of soft fabric with aluminum frames. Presentation materials may be attached using pushpins or Velcro. Each board will have pushpins and Velcro available for presenters to secure their poster. There will be no internet access, AV equipment or electrical outlets available in the Poster Hall.

Goals

Posters should visually guide each viewer through the basics of the study, freeing you to clarify and discuss essential elements of the work. Poster presentations facilitate the rapid communication of scientific ideas. They combine a verbal presentation with a visual aid (the poster itself). Posters are less formal than seminars and much more interactive. The opportunity to meet people and interact one-on-one is one of the major advantages of a poster session. Many times, poster sessions lead to new collaborations among colleagues.

Graphics

Posters are a unique, visual medium, and you only have a few seconds to attract someone's attention. Choose your graphics and images carefully with these goals in mind:

- Use graphics that catch and hold attention.
- Increase understanding by communicating information visually, as well as verbally.
- For each graphic image, ask yourself the following:

- Is it relevant?
- Does it add information or merely duplicate verbal material?
- If duplicative, is the redundancy desirable or necessary to reinforce important ideas/concepts?
- Is the graphic clear and easy to understand?

Preparing and Organizing

- Review your poster to make sure your presentation covers the information you listed in the abstract.
- Review your poster to make sure it addresses the learner outcomes at the instructional level you indicated.
- Design your poster to address one central question/concept.
- State the question/concept clearly in poster, then use your discussion time to expand on issues surrounding on that central question.
- Create a short (one to two minute) take-home message, which summarizes your key points.
- Focus on the introduction, methods, results or results-to-date, discussion, summary, and publications.

Rehearsal and Delivery

- Rehearse your take-home message and key points.
- Allow people to review your poster for a few moments before leading them through it.
- Make the flow of information self-explanatory.
- Use two to three related background colors (methods, data, interpretation) to unify your poster.
- Present your message in a precise, interesting, and unique way.
- Use minimal text: short sentences, simple words, or bulleted information.
- Find ways to show what was done (diagrams, schematics, etc.).
- Illustrations should have a prominent headline containing the take-home message in a few words.
- Clearly and accurately present the purpose and results of your study.
- Speak to your viewers and thank them for visiting your poster.

We also recommend that you visit the Dartmouth College instructions at <http://www.dartmouth.edu/~ugar/undergrad/posterinstructions.html>. We have attached a template modified from the Dartmouth College website that you may use to develop your poster. You will need to print your poster to bring it to the convention. Your university should have a method of printing posters. In addition, some Kinkos and FedEx stores offer printing. Consider cost, which can vary considerably. Please allow ample time to schedule your poster printing so that it is ready in time for the convention. Attendees would like to have access to the material that you present. Please upload handouts and/or make paper hand-outs available at your session. **Do not leave your poster unattended and be sure to remove it at the end of the presentation session.**

Sincerely,

Lama Farran, PhD

Patrick Finn, PhD

Mary M Gorham-Rowan, PhD

Jean Neils-Strunjas, PhD

Mary West Rambow, PhD

References:

Poster Session Information for Presenters (n.d.). Retrieved from <http://www.asha.org/Events/convention/Poster-Session-Information-For-Presenters/>

Guide to Designing & Printing a Research Poster (n.d.). Retrieved from <http://www.dartmouth.edu/~ugar/undergrad/posterinstructions.html>