

2019 North Dakota Library Association Conference Poster Presentation Guidelines

Consider the following guidelines when planning a poster presentation.

Size:

- Recommended size: 24"x 36". Easels, foam core boards, and clips/tacks will be available to mount your poster.

Content:

- All text on your poster should be clearly legible from a distance of 4-5 feet.
- All poster presentations should have a title in a large font (approximately 2 inches high) that is clearly legible.
- Include the name(s) and organization(s) affiliated with the presenters near the presentation title.
- Divide content into sections. Your viewer should be able to follow your argument or line of thought based on how you divide content on your poster. Common poster sections include the following: abstract, methods, results or findings, conclusion, and references. While you can think in terms of these sections when developing content, feel free to title your sections with headings that are tailored to your topic and will grab readers' attention.
- Avoid using narrative text on your poster. Long sentences and paragraphs make it hard for viewers to quickly absorb your main points. Use bullet points and clearly labeled/bold/large section headings.
- Visuals are key. Graphs, photographs, and illustrations draw people in and enhance your presentation. However, make sure that the visuals you choose serve a purpose and convey your message.
- Proofread your content thoroughly before printing. Ask others to proofread and provide feedback on your work, too.

Presentation tips:

- Engage with your viewers. Have an elevator pitch prepared for your poster.
- If there is supplementary information you couldn't include on your poster, you may provide handouts to your viewers.
- Bring business cards to give away in case people want to follow up with you after the presentation.

Additional resources on preparing poster presentations:

- <https://writing.wisc.edu/handbook/assignments/posterpresentations/>
- <https://hacklibraryschool.com/2013/12/02/poster-sessions-a-beginners-guide/>
- <https://hacklibraryschool.com/2017/04/26/lessons-learned-from-a-poster-presentation/>