

**Mid-Atlantic Regional Meeting  
March 9, 2007 in Bethesda, MD**

**POSTER TIPS**

SGIM poster sessions provide you with an opportunity to interact informally with your colleagues about your research. The objectives of your poster should be to

1. visually stimulate interest in your project,
2. present enough information for viewers to understand the methods, results, and significance of your work, and
3. stimulate conversations and networking among conference participants.

**VISUAL DESIGN TIPS**

1. **MAKE IT VISUAL!** Consider ways to present your points with more than words. Examples include drawings, photographs, charts, graphs, and x-rays.
2. **ARRANGEMENT:** The poster should have a definite sense of direction and should match the logical flow of information. Your poster should generally read from left to right, following the outline. Use lines, frames, contrasting colors, or arrows to call attention to important points.
3. **LETTERING:** Select a clean, simple letter font/style and use it consistently throughout the poster. The smallest letters should be at least ¼" tall (18 point) and easy to read. Use both upper and lower case letters (do not use all capital letters) especially in body copy.
4. **COLORS:** Use no more than 4 colors. Emphasis and harmony are lost if too many colors are used. Color can help to highlight sections or point out similarities and differences.

**POSTER ORGANIZATION**

*For Scientific Abstracts*

Introduction, Methods, Results, Discussion

*For Clinical Vignette Posters:*

Learning Objective(s), Case Information, Implications/Discussion

*For Innovations Posters:*

Statement of Problem or Question, Objectives of Program/Intervention, Description of Program/Intervention, Findings to Date, Key Lessons Learned

*For Web-Based Innovations in Medical Education*

Background, Content, Design, Evaluation

- Communicate enough information about each part of the above sections so that viewers understand your work.
- **AVOID CLUTTER!** Overcrowding is a problem with poster design. While accuracy is important, your poster should stimulate interest, rather than provide complete details.
- Select the most important information - the material that will promote one-to-one interchange with your viewers and that emphasizes why it's important for them to know about your work.

**POSTER SIZE**

Posters boards are 4 feet high by 8 feet wide. Bring push pins to attach the posters to the board.



**TABLES, GRAPHS, CHARTS**

1. Use tables to show relationships between categories of ideas. Make sure columns are not too narrow, too numerous (avoid more than 3-4), or too long.
2. Use number tables **ONLY** when simpler visuals like graphs or charts will not get your point across.
3. Use graphs to clarify and emphasize the key relationships between facts and figures.
4. Use graphs to communicate ideas – not to just “dress up” your poster.
5. Make sure graphs are precise, clearly labeled and placed where they will be most meaningful/useful for your viewers.
6. Each kind of chart presents data in a particular way and for a particular purpose:
  - pie charts compare relative parts that make up a whole;
  - line charts are ideal for depicting trends over time, or the distribution of one variable over another;
  - area charts emphasize quantity over volume; and
  - bar or column charts compare the progress of one variable over time.

***Presentation Information:***

1. **The poster session will be held on Friday, March 9, 2007 from 3:30-5pm.**
2. **You can put your poster up that afternoon after 2pm.**
3. Presenting authors are required to be present, and available to discuss their work for the entire length of the poster session.
4. Presenters are responsible for dismounting their own poster(s). Unclaimed posters will be thrown out.

**PRESENTING YOUR POSTER**

1. Traveling to the meeting
  - Your poster can be cut down into smaller panels for travel, and then assembled on the tack board before the poster session.
  - Oversized posters can be done on light weight paper, rolled up and carried in a tube.
  - Carrying cases are available from art supply stores.
  - If you are flying to Aspen, contact your airline carrier ahead of time to confirm whether you can carry your poster (in a tube) on the plane or if you have to check it.
2. Handy supplies include
  - push pins in a color that matches your poster; and
  - tape and scissors for minor repairs.
3. Rehearse for your presentation
  - Know what you want to emphasize about your findings and/or methods.
  - Know the organization of information on your poster so you can point to significant parts of it as you converse with viewers – without turning your back on them or blocking their view.

**ONLINE ADVICE – Check out this website:**  
<http://www.swarthmore.edu/NatSci/cpur/in1/posteradvice.htm>

**POSTER PRODUCTION:**

**SGIM is partnering with FX Reprographics, a Chicago-based printing company, for a third year. FX Repro will produce your poster from either a PDF or PowerPoint file.**

More information is on the website:  
<http://www.fxprints.com>, and click on SGIM.