

Poster

Poster dimensions must not exceed 1m x 1.4m.

Some basic tips:

Remember that your poster should be catchy and visually enticing. The title should be visible from a distance. Do not use too much text. The most common mistake is excessive text and concomitant illegible font sizes. Do not overuse figures, colors or create too much turmoil on your poster. Avoid lengthy or facile titles. Attractive titles often involve interesting questions or answers to those. Do not write the entire poster in one paragraph. Use breaks and subheadings to separate. In general, people will not spend more than 3-5 minutes on a poster. Make these minutes count.

Follow a standard pattern with subheadings for your poster, e.g. background, goals, material and methods, results and conclusions.

Poster sessions

Poster presenters must prepare an elevator pitch to present to the viewers.

Tips for “elevator pitch”: prepare 2-3 sentences that summarize the main point of your work and why it is important/memorable. This can be done in several manners, but should be fairly catchy, easily understood sound bites that include:

- what the study is about
- main point(s) of what you found
- how it will influence something of importance [whatever that is – such as clinical care, the community, global health, research, your career, etc.]

PharmaSlam – in English Mandatory for all 3 and 4th years + post docs

5 min per student. See examples: <http://www.norpen.org/pages/EpiSLAM.html>