How to Develop a Poster for Presentation
Part One

Supporting the Nursing Clinical Practice Fellowship (NCPF) sponsored by the Government of Ontario and the RPNAO
Introduction

• This presentation will provide the learner with a method to develop a poster for their NCPF

• Each step beginning with Slide 4 will provide a poster presentation method to assist your use of the NCPF poster template available in the toolkit
Components of a Poster

- Background - Step One
- Purpose - Step Two
- Literature Review - Step Three
- Content - Step Four
- Conclusion - Step Five
- References - Step Six
- Acknowledgements - Step Seven
Background - Step One

• Nursing Professionalism is reflected through practice, education and research

• NCPF is an opportunity where nursing initiatives related to patient care, best practice and research should be shared through education

• Poster presentations are a common and professionally accepted method to present initiatives

• To support NCPF fellows this presentation provides basic poster development education
The purpose of this presentation is to:

– Provide a visual, informative sample of a poster presentation using a systematic approach

– Supports fellows to develop basic poster presentation skills

– Provide a method for fellows to share their patient care and best practice outcomes

– Promote professional development
Literature Review - Step Three

- A literature review was completed on March 28, 2010 through search engines “Proquest 2000-present”, “Ovid 2005-present” and library references.

- Review supported that poster presentations were an effective method of:
  - disseminating knowledge
  - sharing research findings
  - communicating best practice outcomes.

- The literature review validated that poster presentations include the following:
  - Defining a specific topic/concept
  - Abstract preparation
  - Poster format
  - References
  - Validating with research
  - Poster content
  - Presentation
  - Judging criteria
Determine a Specific Topic/Concept
Step Four

Goal Of Presentation

One Key Topic/Concept

4-5 Supporting Key Points-
Use research or project data and/or
Scholarly reviews (<5 years) as support

Common Categories: Research or Program (Education or Project)
Developing an Abstract
Step Four

• An abstract is a concise description of a topic/concept and is submitted for consideration to a conference for presentation (poster or oral)

• The abstract topic/concept must conform with the conference theme
  – Best practice initiative poster at the RPNAO conference
  – Oncology education at an oncology conference

• The abstract will guide the poster presentation
  – All key points in the abstract should be present in the poster

• Do not reprint the abstract on the poster

• Abstracts include:
  – Background (optional), objectives, method, results and conclusion
Types of Abstracts
Step Four

Research Based
(Study Related)

- Purpose
- Conceptual Framework
- Method
- Data Analysis
- Findings
- Conclusion/Implications

Program Based
(Educational or Project)

- Innovation description
- Outline of objectives
- Process description/possible outcomes
- Value to nursing program and practice
- Suggestions for implementation
Use the abstract outline or judging criteria (if available) as a planning guide for conferences that judge posters.

Review the criteria to include the required elements:
- Content
- Format
- Presentation
Guide for Use of Space

40% Graphics
Posters are visual: Use pictures, diagrams or graphs

The 20-40-40 Rule
(Microsoft PowerPoint)

20% Text
Bulleted Information
Rather than full text
(1text:2graphics ratio)

40% White Space
Average viewer time: 3-5 minutes
Poster size will determine the amount of content
Essential information is embodied in poster

Topic/Concept
see abstract outline

Correlate headings to research or program based framework

Do not assume viewer expertise

Strong Opening
Main focus

Evidence of support 4-5 points

Explicit Conclusion applies to, benefits others

Easy to Understand

Easy to Read

Content
Guidelines to Follow

- Poster presentations are visual
  - show what was done

Able to view 3 feet away

Use Heavier lines for ease in viewing
Format

Title Slide
- Name
- Institution

Background
- Formulation of topic/concept
- Description of events leading up to topic

Purpose
- Aim statement

Bold and **colour** font are used to accentuate points

Do not change font type and avoid Italics

Lay out poster in a sequential order that is easy to follow

Number pages to assist the viewer’s with the flow of the poster

Conclusion
- Significance of project
- Implications for practice
Font Types, Use and Size

<table>
<thead>
<tr>
<th>Font Use</th>
<th>Font Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>96 pt</td>
</tr>
<tr>
<td>Authors</td>
<td>72 pt</td>
</tr>
<tr>
<td>Affiliations</td>
<td>36-48 pt</td>
</tr>
<tr>
<td>Section Header</td>
<td>32 pt</td>
</tr>
<tr>
<td>Text</td>
<td>24 pt</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>18 pt</td>
</tr>
</tbody>
</table>

Acceptable Font Type: Tahoma, Helvetica, Palatino, Arial, Times New Roman
## Formatting Tips

Avoid red/green-colour blindness is common

Unify poster-selecting one background colour

Use complementary colour as an accent

Lighter shades create emphasis on dark backgrounds-
Blue/white or grey /black

### Backgrounds should be complementary

<table>
<thead>
<tr>
<th>Red</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple suggest rank-</td>
<td>Yellow and red is a stimulating combination</td>
</tr>
<tr>
<td>do not use with black or grey</td>
<td></td>
</tr>
<tr>
<td>Orange with blue or</td>
<td>Blue and green are calming and a popular choice</td>
</tr>
<tr>
<td>Blue with yellow are</td>
<td></td>
</tr>
<tr>
<td>complementary</td>
<td></td>
</tr>
<tr>
<td>White is stark but a</td>
<td>Black is dramatic and a good background to bright colours</td>
</tr>
<tr>
<td>high contrast to dark</td>
<td></td>
</tr>
<tr>
<td>colours and black</td>
<td></td>
</tr>
</tbody>
</table>
How to Present the Poster

Be prepared to answer questions

Do not stand in front of poster

Your verbal should only provide details

References and handouts are commonly made available by the presenter
Conclusion

• Poster presentations are an effective method of presenting a topic/concept to:
  – Stimulate interest and discussion
  – Create a forum for research feedback
  – Allow for networking

• Determine one topic/concept and support with 4-5 points

• Develop content for a 5 minute viewing
  – Use the 20-40-40 rule as a guide

• Formatting is vital as presentation is visual
  – Font type and size should be readable from 3 feet away
  – The poster size will determine the amount of content
  – Choose colours carefully
  – Use abstract/judging criteria as an outline for the poster
Acknowlegements

• It is common to add acknowledgements to your poster
  – During the fellowship you may wish to thank your primary mentor or other members of your organization that supported your project
References


