

3 Tips for Having a Great Poster

Tip 1 – Read the Rules for Submission First

-Some common mistakes we have seen in recent years include authors forgetting to put their references on the front of the poster and inadvertently attaching it to the back, accidentally putting their names on a poster, submitting the poster in the wrong format (i.e. as multiple slides from a PowerPoint), or printing the poster too small. These were simple oversights covered in the published rules that resulted in a disqualification of an otherwise great poster.

Tip 2 – Cite Your References

-In-text citations are used to tell the reader where information was obtained **and they must appear** after every sentence, below every image, and below every table that incorporates the work of others.

-Further, you need to have a list of the references cited at the end of your poster.

-In past years, we have seen disqualifications jump to over 60% because authors; 1. failed to cite where their images came from, 2. failed to include their references cited, or 3. had large sections of their poster cut and pasted directly from other sources without citing them.

- In-text citations can easily be done using either superscript numbers or author's last name and year published (depending on citation format). If you are not sure how to cite references, Purdue University has a great guide that walks you through the different formatting approaches (https://owl.purdue.edu/owl/research_and_citation/resources.html).

-Below are some simple examples:

1. Polar bear cubs were 25% larger when fed a high-protein diet compared to high-sugar diet.¹
2. Polar bear cubs were 25% larger when fed a high-protein diet compared to high-sugar diet (Jones and Smith, 2018).

-Quick word of caution – Many authors have used an approach of putting multiple facts in a bulleted list or in a table, but they forget to add a citation at the end of each fact. This is an automatic disqualification.

Tip 3 – Review Other Resources for Great Posters

- Here are some great resources for making a poster:

- Alley, Michael, "The Craft of Scientific Posters." *Scientific Posters*, <https://www.craftofscientificposters.com>
- Lemieux, Michael G., "A Guide to Designing a Scientific Poster: Content, Layout, and More" *Addgene Blog Share Science*, Oct 2019, <https://blog.addgene.org/guide-to-designing-the-scientific-poster>
- Rossi, Tullio. "How to Design an Award-Winning Conference Poster." *Impact of Social Sciences*, Animate Your Science, May 2018, <https://blogs.lse.ac.uk/impactofsocialsciences/2018/05/11/how-to-design-an-award-winning-conference-poster>
- Torres, Ana, "How to Create a Research Poster: Poster Basics." *Research Guides*, New York University, Dec. 2010, <https://guides.nyu.edu/posters>