Reduce text and increase engagement!
#ASCPT2021 **POSTER 2.0**

ROADMAP

ASCPT is encouraging all poster presenters to adopt the new poster template created by Mike Morrison (@mikemorrison) that uses less text and is easier for attendees to view.

1

Watch Mike Morrison's how-to video:
<u>How to Create a Better Research Poster</u>

2

Download the <u>template</u>

3

Create a document with your additional abstract information

4

Create a QR code to link to that document

5

Fill out the template

PRINT!

Benefits

-Maximize insight for attendees
-Easy to make
-Includes "need to know" information

ANATOMY OF A POSTER

Silent Presenter Bar

Concentrated summary of your intro, methods, and results that can be skimmed in 1-5 minutes. Located intentionally far away from the presenter's personal space. For when an attendee wants more detail but the presenter is busy (or they just don't feel like interacting).

Ammo Bar

For all the figures and tables that you feel like you need to be able to point to if somebody asks you a hard question. Leave it messy! It's just for your reference.

Title
Authors
Intro
Methods
1.
2.
3.
4.
Results
Discussion

Extra Tables & Figures

Main finding goes here, translated into **plain english**. **Emphasize** the important words.

Take a picture to download the **full paper**

QR Code

Point your phone camera at this and instantly download the full paper, a copy of the poster, the presenter's details... and/or even the data set powering the study.

Main Finding

The key "takeaway" of the study is central, translated into plain english. Research on usability writing suggests that casual language is interpreted faster than formal language.

Hardly "wasted" negative space maximizes signal-to-noise ratio and helps attendees quickly find the takeaway.

BEST PRACTICES

Font Spacing

- Main finding = 72 to 150-point font,
- All other text = 36-point font
- Use Helvetica, Arial, or Verdana
- Use font colors that contrast with the background
- 1.2 to 2.0 line-spacing

Images and Graphics

- Include captions
- Do not place text over images
- Image resolution = 300 dots per inch, avoid images below 250Kb

Skeptical?

See <u>trending posts from actual presenters who have used the Poster 2.0 Format</u>.

QR code

- Link to a full study, full abstract, presenter's contact details, or even the data set
- Link to a Google Doc with sharing set to view-only (you can keep editing the document until you present)
- 5x5 inches, 13x13 centimeters
- QR Code Creator Websites:
  - <u>http://www.mobile-barcodes.com/</u>
  - <u>https://www.qr-code-generator.com/</u>

Share your Poster 2.0 experience

#ASCPT2021 and #betterposter

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For questions or concerns, please email meetings@ascpt.org or call 703.836.6981 ext. 108 or 109

ASCPT American Society for Clinical Pharmacology & Therapeutics