

Poster Presentations.

Another way to communicate good practice



<http://www.ncsu.edu/project/posters/NewSite/documents/EffectivePostersWebVersion.pps>

Poster presentations: Another good way to communicate good practice.
Prepared by Merrolee Penman. Presented by Dr Valerie Wright-St Clair and Dr Clare Hocking.

Purpose...

- to provide participants with an understanding of how to effectively design a poster using different tools to communicate the key message.
- have the opportunity to engage in the process of designing a poster in readiness for submitting an abstract to the 2012 NZAOT biennial conference.

Process of design – how to:

1. capture the concern, experience, or knowledge to be communicated
2. identify the key messages
3. determine how these messages could be communicated in a visual representation
4. Use tools for creating the poster.

Engaging....



<http://www.nhchc.org/2008conference/posterpresentations.html>

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Speed Q & A...

Using the questions provided, here's your chance to go speed questions & answers..



6 minutes more to go.....

<http://www.londonspeeddatingco.co.uk/>

Process of design – how to...

? capture the concern, experience,
or knowledge to be communicated

How to do this – the challenge...



<http://www.flickr.com/photos/nineonesix/4835663570/sizes/m/in/photostream/>

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Process of design – how to...

? Identify the key messages



Components of the poster

Components...

For NZAOT conferences

Research

- Introduction
- Aim
- Methods
- Results
- Conclusion

Practice Development

- Introduction
- Objectives
- Approach
- Outcomes
- Conclusion



Fresh Perspectives...

- On people's occupational development
- On claiming professional power
- On existing practice
- On the profession's scope
- On occupation
- On community & societal involvement
- On responsiveness to Maori

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Creating a poster for presentation

Author's Name, Author's Name

Department / Faculty, AUT University, Auckland, New Zealand

Abstract

Poster presentations are a visual way to share research or work in progress. It is an opportunity for presenters to get reactions to their work from colleagues.

Allow plenty of time to:

- conduct the initial research
- determine poster size requirements
- plan the poster format
- determine the cost of printing
- create the poster
- write a summary / paper
- practise your presentation
- determine how you will evaluate your poster.

Introduction

Poster size

Determine the size of your poster, then create the slide for the right proportions. Posters should be able to be read from at least 1.5m.

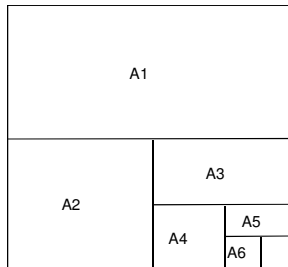


Fig. 1. Paper size chart

NOTE: Figure boxes may be resized to placed underneath or alongside figures.

Method

Visual elements

1. Arrange information on the poster for easy interpretation. Readers scan visual documents from left to right, top to bottom.
2. Use visual elements to draw the eye down or across the page, emphasising important points.
3. Use bullets, arrows, pointing hands or numbers for easy scanning.
4. Use images, graphs and tables to simplify ideas.
5. Use colour to create visual interest.

Wherever possible, substitute visuals for text.



A poster should emphasise visual elements: a brief narrative using research headings, images, tables, and graphs which support important points. Most people can handle between 3-7 points in a single session, however, the idea is to present **key points** from the research, not all of it.

Results

Selecting images for printing

Images on the poster should print out clearly and clearly. Select photos, illustrations, diagrams and X-rays, etc in TIFF or JPEG (.tiff, .jpg) format.

AUT logos (.jpg) in both blue and black have been provided on the poster templates and may be scaled, within reason, to suit poster requirements.

Wherever possible, import images properly, go to **Insert > Picture > From File**, then navigate to your picture folder.

Be careful when choosing images for the poster. Images taken from the Internet are usually not suitable for printing, as they have a low resolution of 72 dots per inch (dpi).

Images should have a minimum resolution of 200 dpi, preferably 300 dpi for visual clarity.

If you are not sure how clearly the images will appear on the poster, reproduce them on a good quality printer to see how they appear on the page. Gradient fills in headings and graphs look good on the VDU, but the printed version can look fuzzy unless it is printed on a high resolution printer.

Examples of images with varying resolution



Fig. 3. Web image

This image was created to be posted on the Internet. At 72 dots per inch (dpi), this image is of poor resolution for printing.

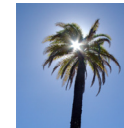


Fig. 4. Print image

Notice the visual clarity of this image. At 300 dpi, this image is suitable for printing.



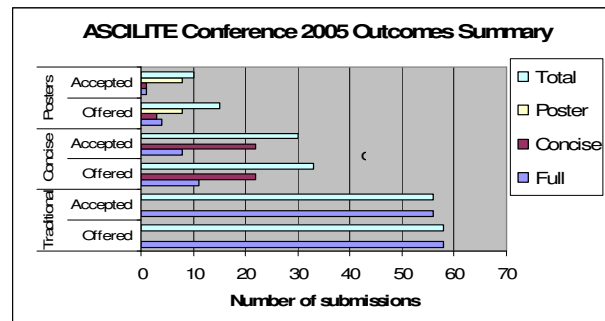
Importing graphs and tables

Graphs and tables created in Excel or Word may be cut and pasted into PowerPoint. They will never go exactly where you intend them to, so be prepared to resize and move them.

Make sure the graphs and tables are completed to your satisfaction before you copy them over, as they will be virtually impossible to edit once in PowerPoint.

Fig. 2. Conference outcomes summary

Provides data on the increasing popularity of poster presentations at conferences.



Discussion

Presenting the conference poster

Consider how you might help the audience review your poster:

1. Prepare responses to the questions, you hope the poster might provoke the audience to ask.
2. Elaborate on key ideas, directing the audience to these points on the poster.
3. Prepare talking points to guide explanations.
4. If you have a demonstration to accompany the poster, show it on a laptop.

Conclusions

Poster presentations are a unique way for authors and students to share research or research in progress.

They are most effective when the information is presented concisely and with visual clarity.

A well designed poster should encourage an interactive session between the presenter and audience.

References

- Perrin, R. (2004). *Pocket guide to APA style*. Boston & New York: Houghton Mifflin Company.
- Georgetown University. (2006). *Tips for designing poster sessions in PowerPoint*.

Acknowledgments

Created by Julia Hallas
Centre for Educational and Professional Development

The title of my poster, in large, friendly letters.

Thomas Lumley, University of Auckland
t.lumley@auckland.ac.nz

Background

A few people have asked for information about poster preparation for NZSA 2011. This poster is intended to help you put together your own one.

A poster is like an abstract, not like a paper

Notice the readable text

- large enough font size (this is 28 point)
- high light/dark contrast with background
- bullet points, not whole paragraphs.

Most people try to put too much text on a poster

Technology

The easiest tool for creating your first poster is probably PowerPoint. You could even use this one as a template.

Use File | Page Setup to specify paper.

This poster is A1: 84.1 x 59.4 cm. It would cost about \$50 for commercial printing, but most universities have less expensive internal facilities

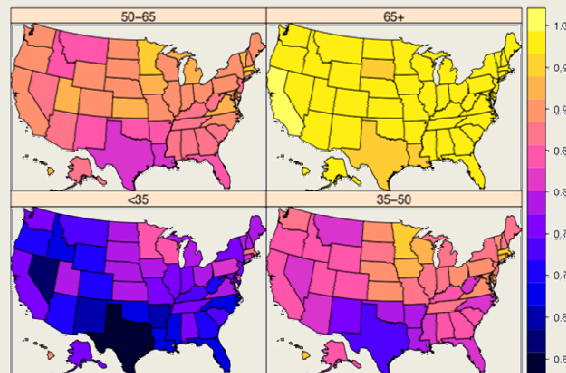
The conference poster boards are likely to be too small to allow A0 posters.

Most printing facilities ask for 1-2 days notice. They may be able to do rush jobs if you ask them nicely and/or pay extra. Or not.

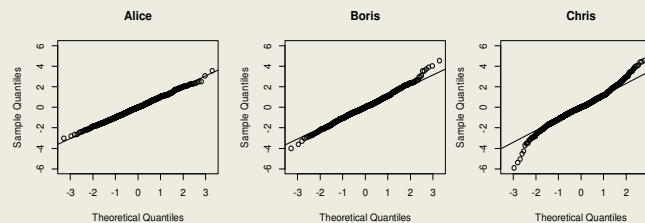
Other software options

- Adobe Illustrator
- LaTeX, with the `a0poster` document class
- Scribus
- OpenOffice Draw

(these ones are free)



An attractive, comprehensible and relevant graph is good for attracting attention and gives you a starting point for talking



A set of related graphs comparing things is also nice. Make sure they have the same axes and are properly lined up.

Light text on light background is unreadable

So is dark text on a dark background
Contrasting colours won't save you
and don't use silly fonts.

Equations

- The newest version of PowerPoint does quite nice equations.
- Older versions, like this one, are a bit clunky, but acceptable

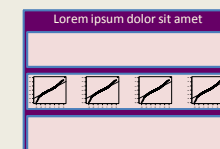
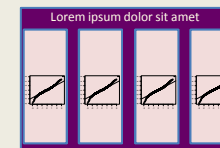
$$\limsup_{n \rightarrow \infty} P\left(\sup_{d(s,t) < \delta} \|X_n(s) - X_n(t)\| > \eta\right) < \varepsilon$$

- Cut and paste from LaTeX also works:

$$R_m^2 = \frac{m^2}{n} \left(\sum_{ij} \hat{\rho}_{ij} \right)^{-1}$$

Layout

- Three or four columns works well
- Two or three rows is also good
- Or a grid of boxes



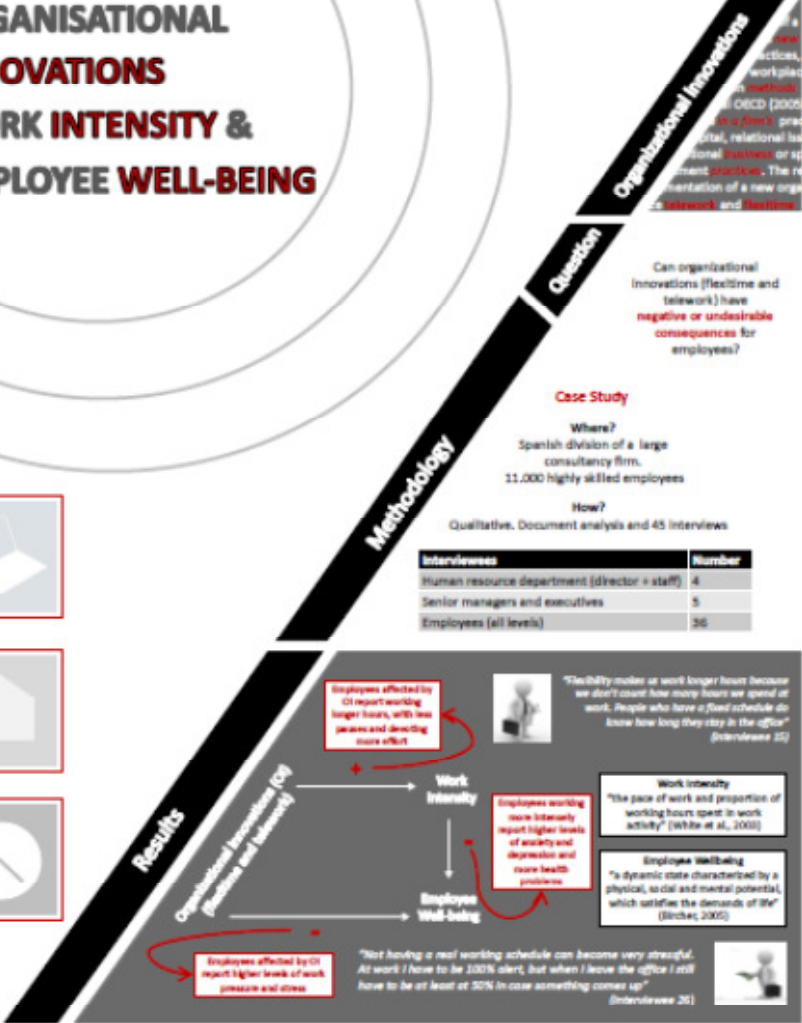
Other resources

The Google knows how to find many pages on conference poster presentations.

Ref: www.nzsa2011.org.nz/files/nzsa_demo.pptx

Management literature tends to look at dependent variables that are indicators of firm performance, in detriment of other variables such as employee health and well-being, that are, nevertheless, crucial to social sustainability
J. Pfeffer (2010)

ORGANISATIONAL INNOVATIONS WORK INTENSITY & EMPLOYEE WELL-BEING



Almudena Canibano, PhD Candidate
 Department of Management, EROB
 Supervisor: Prof. David Manden

To download full paper visit:
<http://personal.lse.ac.uk/canibano>
 Or e-mail: a.canibano1@lse.ac.uk

Emotional Geographies of Skilled Diasporic Citizenship

Malaysians (and ex-Malaysians) in Singapore, London and Kuala Lumpur

Negotiating Citizenship and Migration Trajectories

Sin Yee Koh (Ms)
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<http://personal.lse.ac.uk/lahay>



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Department of Geography & Environment
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WHAT?

- To deconstruct the emotions of migration
- To theorise geographies of emotions for skilled diaspora
- To examine the emotional-knowing of official migration statuses

WHY?

- Globally: competition for human talents
- Emigration state (Malaysia): Talent Corporation & New Economic Model (NEM); ethnic-based citizenship
- Immigration state (Singapore): "foreign talents" vs Singaporeans; Chinese-elitism
- Immigration state (UK): increasingly restrictive immigration policies
- Malaysian skilled diaspora: desirable citizens/talents or unwanted "others"?
- Skilled migration: flexible citizen and the illusion of choice
- Identity and belonging: autochthony, ethnicity, authenticity



HOW?

- Archival research: colonial and postcolonial Malaysia and Singapore
- Discourse analysis: government policies and speeches, news articles
- Published statistics: citizenship and migration
- In-depth interviews: 50-60 in total (average 15-20 per site)
- Research diary: personal emotional geography

WHAT FOR?

- Theoretically: bringing emotions into migration, citizenship and human geography studies
- Empirically: challenges notions of citizen/diaspora/transnational skilled migrant
- Methodologically: raises questions of reflexivity, positionality and subjectivity in research
- Critically: questions transnationalism and longevity of colonialism + illusion of choice for skilled diasporas



What software to use?

- Powerpoint
- Flickr – Creative Commons licensed images
- <http://www.flickr.com/>

Time to set up the slide:

Follow steps in the 'poster presentation' handout using powerpoint programme

Time to practice:

1. Focus on one person's topic.
2. Identify the central message (25 words or less)
3. Identify the key messages (25 words or less)
4. Determine the design of the poster
5. Craft a poster using powerpoint
6. Practice at home using the template provided from Purrington
(<http://colinpurrington.com/tips/academic/posterdesign#tips>)

Determining the design...

- Balance of text and visuals?
- Number and order of columns or.. mindmap and visual diagrams?
- Tables or graphs to present data?
- Copyright approval?
- Is there sufficient white space to avoid clutter
- How can you use indicators to show the reader the flow of material?
- Number of words per section/component (no more than 800 in total)

Poster critique

- Peer review and critique is valuable for strengthening the design of your poster.
- What did you learn from doing this?



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Conclusion



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