

SEMINAR AKTUELLE THEMEN IN DER SEQUENZANALYSE (ASA-S)

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WHAT TO CONSIDER WHEN PREPARING A POSTER?



General things

- ...

What a poster should contain

- ...

HOW TO PREPARE A POSTER



**Before you prepare a poster
make sure to specify what you want to achieve with
it**

General things

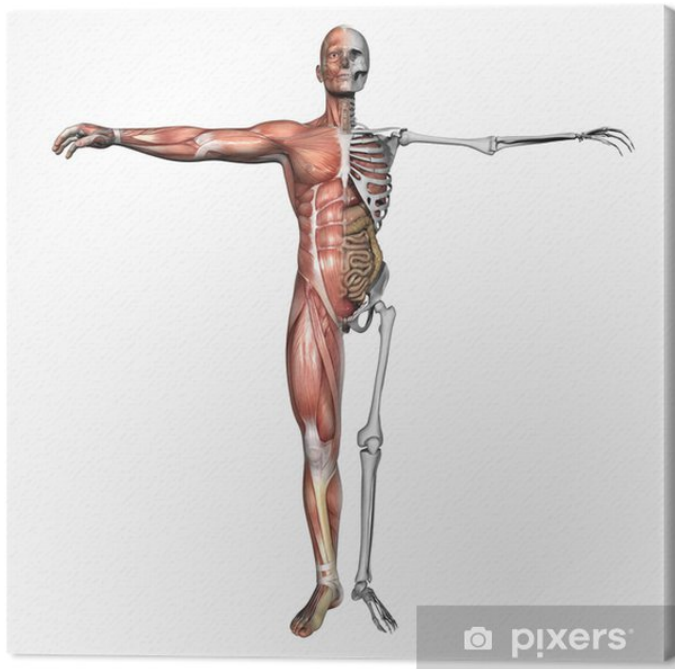
- You compete with many other posters for a limited audience
- Poster sessions often are short and loud
- Poster sessions are often at the end of a conference day...

Thus, people are not maximally concentrated!

What a poster should contain

- Short(!) and informative title
- Authors with affiliation
- Short abstract or short motivation **that serves as a teaser**
- Intuitive structure - Many people prefer blocks of information that are arranged either in horizontal or vertical order -> but be creative to find your own solution
- Appealing figures
- Keep tables at a minimum, and if you show a table, make sure it is easy to extract the relevant information
- The full story including analyses that address obvious questions
- Short conclusion (bulleted list) rather than a written discussion
- A clear question and a clear take home message
- References, if necessary
- Your Contact details, QR code for an online version of the poster, etc

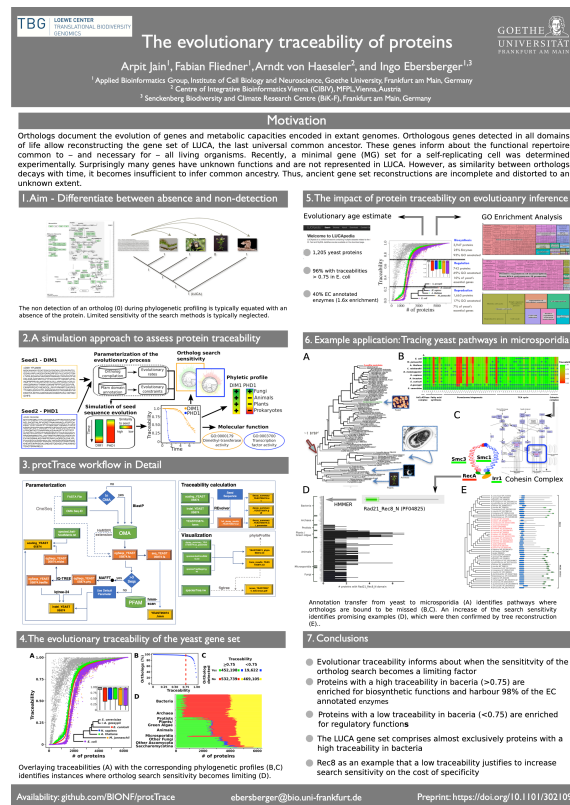
HOW TO GIVE A FLASH TALK



- Specify what you want to achieve with a flash talk
- Read and understand your paper
- Extract the golden thread
 - This thread starts always with a question or a hypothesis
- Differentiate between main and accessory information
 - Main information is directly linked to answering the question or to testing the hypothesis
 - Accessory information is often used to justify the approach, to sound out the effect of alternative paramt settings, for example, etc.
- Identify yourself with the study
- Make a presentation plan considering the time you have.
Decide...
 - which part of the story fits into the time slot¹
 - the order in which you want to present the results
 - on the visual support you need to tell the story
 - Number of slides you will need
 - Consider that people cannot ask inbetween but only aft your presentation
- Face your audience
- Be convincing

¹ Make sure that always the full story is covered

HOW TO PRESENT A POSTER



**Before you present a poster
make sure to decide what you want to tell...**

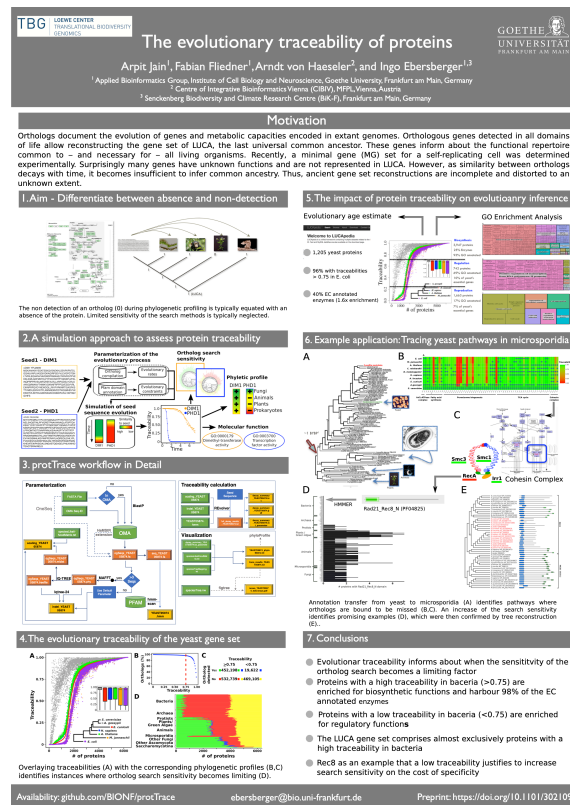
General things to keep in mind

- You compete with many other posters AND your audience has the chance to walk off...
 - Be concise, precise, and catch and keep the attention of your listener
- You will find it hard to control the eyes of your audience...
- Never point towards text on your poster or even read out loud what is written there
- Use figures and tables, together with their order on the poster to organize your presentation
- In general, it is advisable to not 'jump' around in the poster. Still, there may be situations where this becomes necessary (e.g. going over a poster in cycles...)

What a presentation should include

- One or two (not more!) sentences that serve to catch the attention of your audience. This should specify the research goal/question. Consider having a figure on your poster that serves as an eye catcher
- Outline your main approach highlighting the innovative aspects
- Present your main results and quickly discuss them in the light of (i) your research question, and (ii) the state of the art in the field.
- Give a clear clear take home message

HOW TO PRESENT A POSTER



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What a presentation should include

- One or two (not more!) sentences that catch the attention of your audience. This should be your goal/question. Consider what your poster serves as an eye-catcher.
- Outline your presentation, including the innovative aspects of your research question, and (ii) the state of the art in your field.
- Give a clear clear take home message

**Be prepared to....
Change your strategy on the fly!**