



## POSTER SESSION

### WHAT IS A POSTER SESSION?

A presentation in a poster format, usually combining text and graphics, that engages presenters and participants in a conversation around the content of the poster.

### A POSTER SESSION MAY BE ORGANIZED FOR

- » a specific time-frame—posters are available only during certain times.
- » an open time-frame—posters remain available for perusal at any time during an event.
- » face-to-face delivery
  - › tend to be displayed in one location, usually in a large room or designated space that may be part of an exhibit hall.
  - › may include a reception to emphasize the informal tone of the poster session.
- » virtual delivery
  - › synchronous.
  - › asynchronous.
  - › both synchronous and asynchronous.

### USE IT TO

- » encourage continued reflection/interaction on a topic.
- » showcase results/innovations or increase visibility of a topic or theme.
- » accommodate a large number of participants.
- » support network building and informal knowledge sharing.

### HOW TO USE IT

- » Provide clear guidelines for poster creation, display, and engagement, such as
  - › the dimension of the poster.
  - › the type of poster (print, virtual).
  - › when and how posters are showcased.
- » Include opportunities for presenter-participant interaction and provide clear instructions as to how such interactions take place.
- » Organize a Best Poster award, if appropriate.
- » Include the e-version of the posters on your website as follow up.
- » Increase visibility and follow up by interviewing poster presenters.
- » Include the presenter contact information on the poster itself for those who want to have a follow-up conversation.
- » Create an informal and relaxed atmosphere during the poster session. The whole idea is to get presenters and participants talking about their projects at their leisure.
- » Consider it as an alternative to a presentation or sequencing it with a presentation, especially if you are trying to get participants to become aware of and increase the visibility of the overall results.