


Gerontological Advanced Practice Nurses Association

TOP OF THE HOUR RESEARCH TOPIC

“Create a Winning Poster”

Joanne Miller PhD, APRN, GNP-BC
(Joan) Michelle Moccia DNP, ANP-BC, GS-C
Anne Mitchell PhD, ANP-BC, FGSA
Sharon Wexler PhD, RN, FNGNA

1


Gerontological Advanced Practice Nurses Association

Objectives/Outline of Presentation

Learners will describe the:

- Purpose and poster development process
- Common content and layout of posters
- Attending and presenting poster content

2


Gerontological Advanced Practice Nurses Association

Purpose of a Poster

- Visual communication tool in abbreviated manner
- Communicate main points of your work/content from your abstract
- Improve and impact care
- Expected part of professional role
- Opportunity for networking

3



Getting Started on Your Poster:
Things to Keep in Mind...

- The purpose of your poster is to concisely communicate the key points of your project/study
- Another way of looking at it is that a poster is a journal article in a graphic format
- Your poster needs to be attractive and eye-catching so people stop and take a look

4



Getting Started on Your Poster

- Review the *Guidelines for the Poster*
- Review your budget for poster creation
- Create a schedule
- Begin designing your poster - suggest designing on paper
- Your poster is an overview of your study/project: You do not need to put every detail on the poster

5



Formatting Your Poster

- Most posters are designed as one PowerPoint slide
- Posters are usually formatted in columns or text boxes with heading
- You may be able to download templates that already have headings and font sizes embedded in them

6


Gerontological Advanced
Practice Nurses Association

Formatting Your Poster

- Common section headings include:
 - Introduction
 - Methods
 - Subjects
 - Results
 - Conclusions
 - Implications
 - References

7


Gerontological Advanced
Practice Nurses Association

Important Considerations

- Your poster must be self explanatory: the reader must be able to figure out how to progress through your poster
- Remember: You are presenting the highlights of your project/study, not every detail!

8


Gerontological Advanced
Practice Nurses Association

Poster Readability

- Title: Your title should be readable from about 25 feet away. A 72-point font is usually sufficient to achieve this
- Body of poster: The body of the poster should have text that is readable from about 4-6 feet away. A 24-point font is usually sufficient to achieve this

9



Poster Readability

- Font: Your poster should only have one-two different fonts
- It is best to only use 1-2 font sizes as well. Commonly used fonts are Times New Roman and Arial. Simple is best!
- Colors: Use a simple color scheme so as not distract from your message

10



Attending Your Poster

- Presenters be available to answer questions and clarify areas
- Know when to "stand-by" your poster
- Conferences list times for poster presentation in the program
- Arrive 15 minutes early to set up your poster and stay until the end of scheduled time
- Stay with your poster: You may miss the judges, your next fellowship director, or your next partner or employer

11



Presenting Your Poster

- Bring handouts with the poster screenshot
- Use a QR code on the handout that links to the poster
- Bring business cards for those who visit your poster
- Use this opportunity to "network" with other professionals who share similar academic interests
- Remove your poster from viewing per the directions

12


Gerontological Advanced
Practice Nurses Association

Caring for Your Poster

- Paper Poster: Carry a strong poster tube – easier with a strap
- Don't check poster as luggage
- Cloth Poster: Pack the poster carefully in your luggage
- Visit the room for poster session when you arrive at conference
- Bring own push pin tacks, tape, if needed just in case
- Save the final version of the poster file to the Cloud for easy access if needed to print out additional handouts
- Consider where you can setup your poster at your worksite

13


Gerontological Advanced
Practice Nurses Association

Resources/References

- Barker, E. & Phillips, V. (2021). Creating conference posters: Structure, form and content. *Journal of Perioperative Practice*, 31(7 & 8), 296–299. doi: 10.1177/1750458921996254
- Berg, J. & Hicks, R. (2017). Successful design and delivery of a professional poster. *Journal of the American Association of Nurse Practitioners*, 29, 461–469. doi: 10.1002/2327-6924.12478
- Faulkes, Z. (2021). *Better posters plan, design and present a better academic poster*. Pelagic Publishing

14


Gerontological Advanced
Practice Nurses Association

Question & Answer Time

15
