Charleston Conference™
ISSUES IN BOOK AND SERIAL ACQUISITION

Poster Session Guidelines for Presenters

The poster sessions will be held in the Carolina Ballroom of the Francis Marion Hotel at 387 King Street. You will be provided a 6'- 8' table for your poster, handouts and other supplemental materials. You are expected to bring you own display boards appropriate for tabletop display. You may purchase tri-fold display boards locally at Artist & Craftsman Supply, located at 143 Calhoun Street, (843) 579- 0077. The cost is approximately $6 per board. We also have limited number of used tri-fold display boards available, please alert us if you think you may need one. Those needing copying services can check with their respective hotels.

While electrical outlets are available we advise that anyone who plans to use a laptop to supplement their poster insure that the battery is properly charged. **Tip**: You may wish to provide a sign-up sheet to record the names and addresses of attendees who might want more information, reprints, etc.

For the second year in a row, Charleston Conference poster presenters will also be able to take advantage of the added exposure that submitting their poster in a virtual format provides. We will contact you with further information about this option when it becomes available. The virtual posters will be on large flat screen monitors located adjacent to the Carolina Ballroom. Attendees will be able to scroll through images and text without an accompanying presenter. We encourage you to also submit your poster image for viewing this way since they will be hosted on the conference website as an archive after the conference is over.

The mounting of the display should be accomplished during the 15 minutes preceding your scheduled presentation and taken down during the 15 minutes following your assigned time.

Things to keep in mind when you are creating your poster:

Audience:
Who will see your poster? Design and organize your content to fit your intended audience**.
Remember, professional publishers, vendors as well as librarians will be viewing your poster**.

Content:
Think about what your research/project is really about. Be brief but include necessary details. **Focus on what you have learned and what knowledge would you like to impart to your audience in the brief time that you have their attention.** What discoveries have you found? Where they fascinating, surprising, disturbing? Did your findings confirm your hypotheses and assumptions, or run contrary to your expectations?

Design:
Paying attention to visual design is essential for an effective poster. **White space and images are as important as the text and the placement and adjustments of the three should be eye catching.** However, flashiness is not the main objective. The design goal is to help your audience understand your research. Remember that using high-quality graphics, including photographs, illustrations, charts, graphs, maps, etc. will make it easier for your viewers to digest by. Arrange the information in bullet points when appropriate. Put lists of statistics in tables. Highlight, bold, and/or italicize responsibly. Use color if you can.

Other design tips:
Keep titles brief. Overly long titles are more difficult to remember.
Make your fonts big enough to read from a reasonable distance, say around four feet.
Put your name(s) and contact information on the poster preferably near the title

Additional Resources:

- *Designing Communications for a Poster Fair* is a very clear, easy to read and understand guide developed by Pennsylvania State University for the McNairs Scholar Program.
- *Advice on Designing Scientific Posters* by Colin Purrington at Swarthmore College is also an excellent (and humorous) overall guide. This guide includes sample templates, for use in PowerPoint, and a bibliography of useful articles.

  Source: Poster Session Preparation LibGuide at Arizona State University (by Dan Stanton)

- **Basics of Poster Design** (Washington NASA Space Grant Consortium.)
  - Although focused on science presentations, this site offers and easy to grasp, step by step process for producing poster session
- **Cain Project**
  - A guide to presenting a Poster that offers tips on interacting with the audience.
- **Colorado State University Writing Guide: Poster Sessions**
  - A thorough and comprehensive site that covers the "nuts and bolts" as well as the strategies and concepts of poster design
- **Scientific Posters: Tips, Significance, Design, Templates & Presentation**
  - From Stanford School of Medicine