



**Charleston Conference™**  
ISSUES IN BOOK AND SERIAL ACQUISITION

## 2020 Poster Session Guidelines for Presenters

This year's poster session is part of a **totally virtual** Charleston Conference experience with ePosters being available for viewing throughout the conference (along with question and answer texting) starting on Nov 2 and running through Nov 6. Each ePoster can also be accompanied by a video presentation.

Once again, **Morressier** is our poster platform provider.

Information regarding the technical requirements for your ePoster:

- All ePosters must be submitted in PDF format to allow cross browser and cross device compatibility. The file size limit per PDF is at 100 MB. Authors typically use PowerPoint to create their posters and after finishing they only need to save their PowerPoint file as a PDF and submit this PDF file.
- ePoster are in landscape orientation. Here is the link for the [Presentation Guidelines - Landscape Orientation](#).
- A video may also be submitted with your ePoster. **Morressier** discusses the different options and offers general tips in their blog [How to make a virtual presentation](#). Their staff will also be available to answer questions if you should run into problems or concerns.

(If you should have any further questions or concerns regarding the ePosters, please feel free contact Morressier via email at [support@morressier.com](mailto:support@morressier.com) or explore their [For Presenters and Authors](#) webpage.

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### **An optional live presentation opportunity**

There will also be an **optional live presentation opportunity** for interested ePosters presenters. It is scheduled for Wednesday, 5 PM - 6:30 PM. Each live presentation will last 5-7 minutes. A Q&A will be held at the end of the overall session.

This live session will be hosted on the **Pathable** full conference platform which uses **Zoom** as its presentation software.

If you plan to participate, please email [gilsont@cofc.edu](mailto:gilsont@cofc.edu) by Sept 25<sup>th</sup> so we can have a complete list of all those who are interested in presenting live.

**Don Lewis**, Conference A-V Manager, will contact those interested with information about the **Pathable** speaker training and personal assistance that will make your presentation a success.

## Things to keep in mind when you are creating your ePoster:

### Audience:

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

### 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 ePoster. **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, videos, 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:

- [\*\*To Save The Science Poster, Researchers Want To Kill It And Start Over\*\*](#) Is an NPR post that discusses Mike Morrison's critical but insightful take on modern day ePoster sessions. It also includes his recommended strategies for addressing typical design flaws. In addition, there is a link to a [\*\*20 minute video\*\*](#) outlining his approach.
- [\*\*How to make a better ePoster\*\*](#) is an article by Ken Masters, Trevor Gibbs and John Sandars written to assist e-poster designers and conference delegates in understanding the potential of e-posters, so that they can be designed, presented and experienced to their full potential.
- [\*\*Colin Purrington's Designing conference posters\*\*](#) is a well-regarded overall guide to designing scientific posters. Also has useful poster templates which offer ideas on layout design.
- [\*\*Designing Communications for a Poster Fair\*\*](#) is a guide intended for traditional print poster design but the ideas can be applied to ePosters . It is clear, easy to understand guide developed by Pennsylvania State University for the McNairs Scholar Program.

