

# Virtual Poster Presentation Tips

Eun-Shim Nahm, PhD, RN, FAAN | Mary Etta Mills, ScD, RN, FAAN

Enjoli Sonnier, MBA, MS | Sonia Smith, BS

University of Maryland School of Nursing

# Poster Preparation

*A successful poster presentation depends on how well you convey the information to the audience.*

- **Determine** the part of the presentation you want to emphasize (*central messages for each section*) and how you plan to deliver the messages in a recording.
  - Introduction: Why is it so significant?
  - Methods, findings, discussions, and implications: Which central message do you want to convey?
- **Organize** your presentation so that your audience can easily follow.
  - Use consistent headings, subheadings, fonts, and bullet points on your poster.
  - Images should be related to the content provided and not compete for space.
- **Prepare** supplemental slides to display on screen during your recording.
  - Supplemental slides can display key points, graphs, and images for viewers to follow.

# Presenting Your Virtual Poster

- **Don't just read the poster and/or supplemental materials.**
  - Give a brief overview of your study.
- **Explain why the problem is important.**
  - Use charts and/or graphics to illustrate key points.
- **Customize your presentation for audience engagement.**
  - Some people may know the content (specific sections).
  - Others who are unfamiliar with your topic (a guided tour).

# Recording Your Audio/Visual Presentation

- Your recording should be 3-5 minutes in length. When you are ready to begin your Zoom recording, share your screen so that your PowerPoint presentation (*slideshow mode*) is captured in the video.
- Try not to emphasize points by tapping on surfaces near your desktop or laptop, as this may be captured in your recording.
- Complete a practice session to ensure you are comfortable with the video angle, lighting, and sound prior to recording the final product for submission.
- You may use your organization's standard template for posters or slides. Include the name of your organization/agency/institution on your cover slide. However, it is not appropriate to reference this information in the body of your presentation.
- Exclude any trade name or brand logo from your presentation materials.
- Remove all references to other vested interests from your poster presentation, including slides. For example, eliminate references to a specific product (example: use a general term such as "smart phone" and not "iPhone").

# Recording Your Audio/Visual Presentation – Cont'd

- Prepare your PowerPoint poster presentation and save each file as last name\_first name (ex. Smith\_Jane).
- Presenters will be provided with an email to share files via a secure application, such as Wetransfer, Dropbox, or OneDrive.
- Receipt of your files will be confirmed.
- Your abstract, poster, and recording will be uploaded to the conference website.
- Attendees will be able to view posters throughout the conference; however, presenters are required to be available for questions (via chat) during the entire poster session.
- Sample MDAC PowerPoint poster templates are available for download at <https://mdac2022.vfairs.com/>.
- Each presenter will receive an administrative login prior to the conference, which will provide access to manage their specific chat box.

# Your Approach Toward the Virtual Audience



Be enthusiastic about your work.



Greet each visitor with a “Hello” when answering their question via chat.



Try not to get engrossed in discussion with one visitor if others are waiting with questions. Offer your professional contact information to discuss in-depth questions later.



Expect to repeat the same content over and over; sometimes in different lengths.



Lastly, hang in there until the end because you never know what might happen.

# Handling Questions

- **Read** the question thoroughly and ask for clarification, if necessary.
- **Think** for a moment, then **respond**.
- If the question is not on topic (irrelevant to your objectives), set boundaries:  
*“That is a bit far from the objective of this presentation. I would be happy to discuss that with you another time.”*
- The question is relevant, but the answer is too involved for the time allotted.  
*“That is a very involved question.” Give a simple answer and then say, “Perhaps I can send you some additional information later.”*

