

# How to Present Your Virtual Poster

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# 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).
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- **Refer to the Presentation Guidelines document for tips and steps for recording your presentation.**

# 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.”*

