

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.”

