

How to Man (and Woman!) A Poster



Appearance

Don't distract the audience with your own appearance -- be neatly neutral

Attitude

The audience's interest will reflect your own — both your interest in your poster, and your interest in having them visit your poster.



Engage the viewer

If they come over and look at the poster, offer to answer any questions, or to give them a short or long version of the work.



SO, prepare a short, crisp ***CUT TO THE BOTTOM LINE*** mini talk 3-5 minutes long, and a longer 5-10 minute version where you "walk" them through the entire poster.

DO explain things that might seem obvious (or ask if they would like you to go over it)

DON'T assume the audience knows everything you do

DO invite others who come and stand near your poster to join your ongoing presentation

DON'T start it all over again, offer to fill in missing pieces for new arrivals when others leave

DO point to things on the poster as needed

DON'T stand in front of the poster blocking what you are pointing to (or when no one is there)

DO offer to "walk" viewers through the poster when they stop by

DON'T force them to listen to your talk if they would rather just read it

DO let viewers just read the poster if they would rather do that

DON'T talk to them while they are trying to read it -- just be ready to answer questions

DO make sure your abstract and poster match!

DON'T try to explain things you really don't understand, just say you "will have to check that..."