

Scientific Posters: An Effective Way of Presenting Research

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Post Url

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Scientific publications such as manuscripts, abstracts, posters, and oral presentations aid in disseminating clinical data to the scientific world and maintain transparency of the research outcome and interest in a medical brand.

Publication of a manuscript in a scientific journal generates peer-reviewed citable references. Whereas, the presentation of an abstract, poster, and oral presentation at scientific conferences ensure that research data is made available in the public domain prior to the peer-reviewed publication.

Creating Effective Scientific Posters

Amongst different publication types, poster presentation is a unique mode of scientific communication. It is a popular method of presenting research findings succinctly through a combination of text and graphics. A scientific poster is a design hybrid between an oral presentation and a manuscript; it is more detailed and interactive than an oral presentation but less than a manuscript.

Poster development includes two major elements, content and layout development.

- Content development requires expertise in presenting complex data into a concise and simple form. Generally, the content is developed by a medical writer with scientific knowledge on the topic and exceptional writing skills.
- Poster layout is developed by graphic designers; they work closely with medical writers and ensure the scientific story is creatively presented in a visual format as per the conference guidelines.

A good poster conveys the research as a simple, clear story in the form of bulleted text and diagrams/images. The “W’s” (who, what, when, where, why) are an effective way to organize the elements of a poster.¹

The content of the poster should interest the audience and provide them with a clear take-home message that they can grasp in the few minutes they spend near your poster. Create the title, charts, and the text to emphasize the key message. The poster starts with a title, aim, background, methods, results, and concludes with the summary of findings and their implications for research. The best poster is a perfect mix of content, color, figures, fonts, and a defined layout.

In our next article, “[Most Effective Tips When Presenting Your Scientific Poster](#),” we will share the prerequisites and tips on how to develop a good presentable poster.


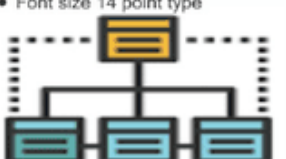
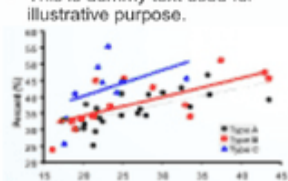
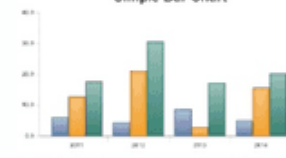
Poster illustration: An effective poster with relevant and focused content under various headings


Scientific Poster Template

Title (40 point type): informative, short, mention of the study design and findings

Add author names and information: the list and sequence of authors remains unchanged from the abstract to poster

Include university or department names if needed (24 point type): the superscript number denotes each author’s affiliation

Introduction	Methods	Results	Conclusions																												
<ul style="list-style-type: none"> • Introduction should be 1-3 bullet points on relevant background information & rationale • Font size 14 point type  <p style="font-weight: bold; background-color: #0070C0; color: white; padding: 2px;">Objectives</p> <ul style="list-style-type: none"> • Bulleted list of 2-3 research questions • Font size 14 point type  <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose. • This is dummy text used for illustrative purpose. 	<ul style="list-style-type: none"> • Basic information about: <ul style="list-style-type: none"> ○ Study design and duration ○ Inclusion and exclusion criteria ○ Drug regimens ○ Sample size ○ Patient population ○ Statistical methodology ○ Primary & secondary variables ○ Tolerability measures ○ NCT number, if applicable • Font size 14 point type <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr style="background-color: #0070C0; color: white;"> <th>Item</th> <th>Heading</th> <th>Heading</th> <th>Heading</th> </tr> </thead> <tbody> <tr> <td>Item</td> <td>800</td> <td>790</td> <td>4001</td> </tr> <tr> <td>Item</td> <td>356</td> <td>856</td> <td>290</td> </tr> <tr> <td>Item</td> <td>228</td> <td>134</td> <td>218</td> </tr> <tr> <td>Item</td> <td>994</td> <td>875</td> <td>976</td> </tr> <tr> <td>Item</td> <td>324</td> <td>325</td> <td>301</td> </tr> <tr> <td>Item</td> <td>139</td> <td>137</td> <td>186</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose. 	Item	Heading	Heading	Heading	Item	800	790	4001	Item	356	856	290	Item	228	134	218	Item	994	875	976	Item	324	325	301	Item	139	137	186	<ul style="list-style-type: none"> • Patient numbers (flow chart) • Patient demographics (table) • Findings presented in the form of table/figures • Highlights of key findings; bulleted text relating findings back to initial aim and hypothesis • Table <ul style="list-style-type: none"> ○ Place it shortly after textual reference ○ Columns and rows should be evenly spaced ○ Foot notes to the symbols used should appear below table body • Font size 14 point type <p style="font-size: small; margin-top: 10px;">Figure 1: Overview of study methodology</p> <ul style="list-style-type: none"> 1. Covering 31 countries 2. Participating researchers include industry panels and 12 patient organizations 3. Total samples n=12,300 4. Total follow-up time September 2007 - February 2008 5. Survey conducted online 6. 30 min survey <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose. 	<ul style="list-style-type: none"> • Summary of findings (2-3 sentences in plain English) • Implications for research • Directions for future research • Study strengths and limitations • Font size 20 point type <p style="text-align: center; font-size: small; margin-top: 10px;">Simple Bar Chart</p>  <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose. <p style="font-weight: bold; background-color: #0070C0; color: white; padding: 2px;">References</p> <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose. <p style="font-weight: bold; background-color: #0070C0; color: white; padding: 2px;">Disclosures</p> <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose. <p style="font-weight: bold; background-color: #0070C0; color: white; padding: 2px;">Acknowledgements</p> <ul style="list-style-type: none"> • This is dummy text used for illustrative purpose.
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Reference

Jane E Miller. Preparing and Presenting Effective Research Posters. Health Serv Res. 2007 Feb; 42(1 Pt 1): 311–328.

[Enago Life Sciences](#) is a medical writing company with specialization in medical communications services. We provide a full poster (print / electronic format) and encore poster development services. We work closely with the authors/client to develop the poster from initiation up to final approval. A full poster is developed within a typical turnaround time of 6 weeks (kickoff – print ready file). Keeping the focus on the target audience, our team of writers and graphic designers convert your research into a simple succinct eye-catching poster. Our highly qualified, experienced team, with an excellent knowledge across therapy and industry standards, develops posters as per the conference guidelines and good publication practices.

Click [here](#) to download an effective sample poster.

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