

Guidelines for Poster Presentations

AHCA/NCAL Quality Symposium

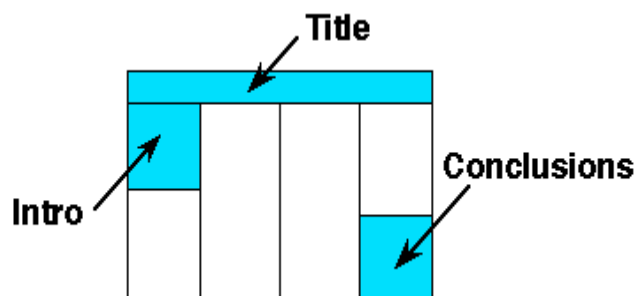
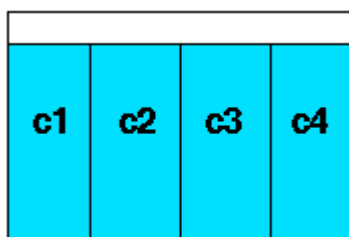
February 22-24, 2012 - Houston, TX

A poster presentation provides you with an opportunity to share your accomplishments, introduce a new technology, demonstrate a new technique or explain your work to a targeted audience. The major benefit of a poster presentation is that the audience determines the speed at which the material is viewed. Your poster will be on display throughout the conference however, specific Poster Session Gallery times will be designated and you will be expected to be present at your poster to discuss your project with viewers during those times. If more than one presenter plans to participate, you should select a lead presenter for the group and/or designate specific roles ahead of time.

Planning and Organization - Focus on the introduction, methods, results and discussion, summary, and references. The poster should flow from left to right and top to bottom. Suggested layout as follows:

Posters will measure 4' X 8'.

Sketch it out! Make a sketch of the poster, using 4 inch x 6 inch cards:

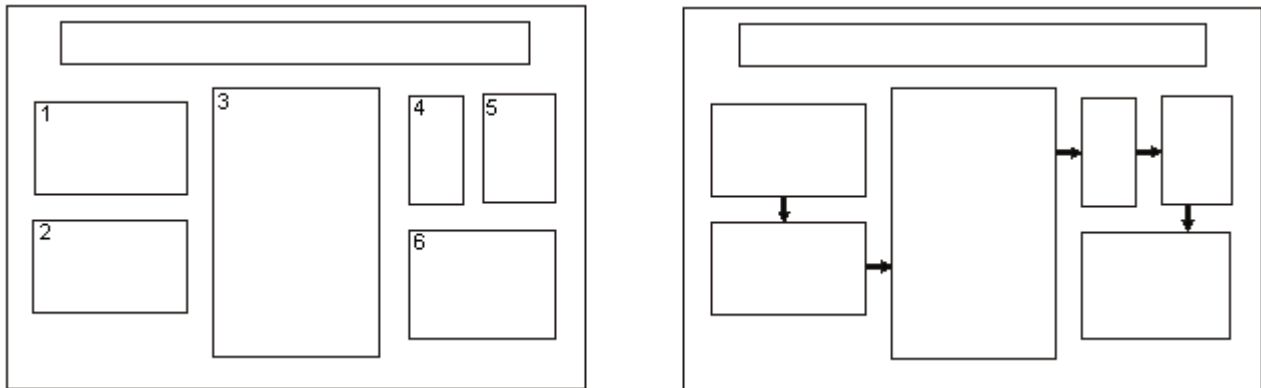


Place the elements of the poster in position:

- The title will appear across the top.
- A brief introduction (3 - 5 sentences) will appear at the upper left.
- The conclusions will appear at the lower right.
- Methods and Results will fill the remaining space.

Make it obvious to the viewer how to progressively view the poster - The poster generally should read from left to right, and top to bottom. Numbering the individual panels or connecting them with arrows is a

standard "guidance system". Leave some open space in the design. An open layout is less tiring to the eye and mind.



Keep it Simple - Don't crowd too much information into the presentation; concentrate on two or three main points. Five critical elements for poster readability:

- Sentence length – keep it short
- Word length – use to-the-point words
- Sentence structure – simple sentence structure
- Degree of abstraction – moderate to low degree of abstraction
- Commonness of words – use common words, not jargon

Lettering - Word-process all text (including captions). Print on plain white paper with a laser printer or inkjet printer. Text should be readable from five feet away. Use a minimum font size of 18 points. Lettering for the title should be large (at least 70-point font). Use all capital letters for the title.

Visuals -

- Present numerical data in the form of graphs, rather than tables (graphs make trends in the data much more evident). If data must be presented in table-form, **KEEP IT SIMPLE**.
- Visuals should be simple and bold. Leave out or remove any unnecessary details.
- Make sure that any visual can "stand alone" (i. e., graph axes are properly labeled, maps have north arrows and distance scales, symbols are explained, etc.).
- Use color to enhance comprehension, not to decorate the poster. Neatly coloring black-line illustrations with color pencils is entirely acceptable.
- Make sure that the text and the visuals are integrated. Figures should be numbered consecutively according to the order in which they are first mentioned in the text. Each visual should have a *brief* title.

Text -

- Keep the text brief. Blocks of text should not exceed three paragraphs (viewers won't bother to read more than that). Use text to (a) introduce the study (what hypothesis was tested or what problem was investigated? why was the study worth doing?), (b) explain visuals and direct viewers' attention to significant data trends and relationships portrayed in the visuals, and (c) state and explain the interpretations that follow from the data. In many cases, conclusions can be summarized in a bullet-point list.
- Depending upon the stage or nature of your project, the text could also include sections on future research plans or questions for discussion with viewers.

- Cite and reference any sources of information other than your own, just as you would do with a research paper. The "References Cited" is placed at the end of the poster.

Presentation - Conference participants will want to hear a brief (1-3 minutes) summary of your research and your poster.

- Dress professionally.
- Rehearse your presentation before the poster session.
- Do not read your poster verbatim.
- Be prepared to answer questions about your project.
- Do not worry about having an answer for every question. Unexpected questions can point you to new directions for your research and uncertainties can elicit feedback, insights, and helpful suggestions from others.

When visitors arrive at your poster, make eye contact and welcome them. Ask if they would like to take a moment to look over your poster, or if they would like you to walk them through it. If they prefer to look over your poster, wait until they have a chance to read it and then ask if they have any questions or comments. If they would like you to walk them through it, ask what aspect is of most interest to them so you can focus on that.

If new visitors arrive while you are in conversation, acknowledge their presence and invite them to join in the discussion or to take a moment to look over your poster and then let you know if they have any questions.

Set-up and Packing – The Poster Session Gallery will be located near the education session rooms. Posters will be displayed on bulletin boards – one poster on each side. The dimensions of the boards are 4' X 8'. Thumbtacks will be used to affix your materials to the bulletin boards. Be sure that the materials you use are thin enough for the tacks to pierce. Please see setup and pack up information below.

Transportation - Plan how you will travel with your poster. Try to keep your poster with you during your travels. Transporting a poster can be a problem if it contains large sheets of paper. Rolling the paper into a cylinder is the most common system and can be carried on board, if traveling by air. Remember to place your contact information on the outside of the tube.

It may be easiest to bring your poster in pieces, to be assembled on site (but be sure to work out the layout beforehand—and bring a diagram!). If your poster is in pieces, a brief case may be the best method of transporting.

If the work presented in the poster has been described in more detail in a paper, consider making the paper available as a handout at the poster session.

Other Useful Suggestions:

- **SIMPLICITY IS THE KEY.** Keep to the point, and don't try to cover too many things. Present only enough data to support your conclusions. On the other hand, make sure that you present sufficient data to support your conclusions.
- Design the poster to answer one central question. State the question clearly in the poster, then use your discussion time with individuals to expand or expound upon issues surrounding that central theme.
- Provide an explicit take home message.

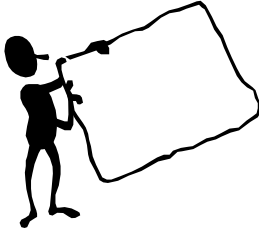
- When you begin to make your poster, first create a list of the visuals that you would use if you were describing your project with only the visuals. Write the text after you have created the list of visuals.
- Mat the components of the poster on separate pieces of colored poster paper. This sets-off the text and illustrations from the background. You should easily be able to attach each section to the bulletin board with thumb-tacks.
- Before the poster session, rehearse a brief summary of your project. Many viewers will be in a hurry and will want a quick "guided tour" of your poster. Don't be afraid to point out uncertainties in your work; this is where you may get useful feedback.
- During focused viewing times, do not wander too far away from your poster - be available for discussion.

Schedule:

- Set up on Wednesday afternoon February 22 from 1:00pm – 4:00pm
- Poster Session Gallery will be open throughout the Quality Symposium. The following times are when the poster should be staffed:
 - Wednesday, February 22 - Poster Session Gallery Open – 4:30pm – 6:00pm – focused time – presenters must be with their poster
 - Thursday, February 23 - Poster Session Gallery Open – focused time - presenters must be with their posters – 12:45pm – 1:30pm
 - Thursday, February 23 - Poster Session Gallery Open – focused time - presenters must be with their posters – 4:30pm – 5:30pm
 - Friday, February 24 – Poster Session Gallery Open – focused time - presenters must be with their posters - 7:30am – 8:30am
- Pack-up of Posters may begin at 1:00pm on Friday, February 24

Please contact:

- Chris Condeelis at ccondeelis@ahca.org with questions about appropriateness of content
- Adrienne Riaz-Khan at ariaz-khan@ahca.org with questions about submission guideline
- Teresa Eyet at teyet@ahca.org with questions about onsite logistics.



CALL FOR POSTERS

AHCA/NCAL Quality Symposium –
February 22-24, 2012 - Houston, TX
Westin Galleria

Poster Presentation Submission Form

To submit a poster presentation, please complete this form and return to

Adrienne Riaz-Khan by January 13, 2012.

Forms may be faxed 202-842-1231, or sent via e-mail – ariaz-khan@ahca.org

1. Category: If your poster fits more than one category, please note your first and second choices.

- Leadership
- Strategic Planning
- Customer Focus
- Measurement, Analysis, and Knowledge Management
- Workforce Focus
- Process Management

2. Poster Title:

3. Presenter:

4. Facility:

5. Brief description of poster presentation information -- problem, rationale, methodology, results, and conclusion.

- Problem
- Rationale
- Methodology
- Results
- Conclusion