DISSEMINATION OF FINDINGS:
PRESENTATIONS AND PUBLICATIONS

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WHAT YOU SHOULD KNOW AFTER THIS PRESENTATION:

Disseminating Your Findings

1. What are three reasons to publish/present?
2. What are the advantages/disadvantages of
   a. Poster presentations
   b. Oral presentations
   c. Abstracts
   d. Web
   e. Journal articles
3. What is FAT CARRRS?
4. What is (TA)IMRAD(ARA)?
5. Podium Presentations:
   a. Prepare
   b. Practice
   c. Perform
   d. Publish.
6. Know the format for submitting an abstract.
7. Know how to make eye-catching posters.

Who can help you with disseminating your findings?
Disseminating Your Findings
Anne Walling MB, ChB
Associate Dean for Faculty Development
Professor, Family and Community Medicine
Outline

1. Motivation to disseminate results
2. Strategies and alternatives
3. Tips and WIWSHTMS
   *(what I wish someone had told me sooner!)*
Learning Objectives
Participants will know:

- The three reasons to publish/present
- The advantages/disadvantages of different dissemination strategies
- The techniques to achieve publication in peer-reviewed professional journals
- The how FAT CARRRS get published.
- The what is (TA)IMRAD(ARA).
- The 4 Ps for Podium Presentations.
- The format for submitting an abstract.
- The techniques to make eye-catching posters.
Dissemination:

- Expands available knowledge about a subject.
- Benefits colleagues, patients, others
- Enhances your understanding of the project
- Credentials you in academia
- Raise morale in unit/program
- Enhances reputation of program, campus, medical school
- Can lead to: Fame? Fortune? Ego?

Dissemination is Good!
Dissemination Options

Hierarchies in order of importance:

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other
Dissemination Options

Hierarchies in order of importance:

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other
FAT CARRRSSS get published

Findings
Audience
Target publication
Contact journal/editor
Adhere to instructions
Review, ruminate, revise
Save, search
Findings

Audience

Target publication

Review, ruminante, revise

Contact journal/editor

Adhere to instructions

Save, search
Findings
What are your results?
What do they mean?

Audience
Who would be interested in these results - who is your audience?

Target publication
What publications is your audience interested in?
What publications would be interested in your results – where do they fit?
What types of articles does the journal accept?

Contact journal/editor
Contact the journal/editor of your target publication to see if there is interest in your article.

Adhere to instructions
READ the instructions for submitting to that publication.
Adhere religiously to the instructions – not following instructions is an easy way to reject a manuscript.
**Review ↔ ruminate ↔ revise**

After you have written the article, set it aside for a few days then go back and edit it.

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**Save, search**

If it is rejected, save it and submit to other publications. Continue to search for other articles about your topic.
Writing a Good Article

- Talk to the typical reader
- Anticipate reader/reviewer questions
- Use (TA) **IMRAD** (ARA) format
- **Follow the instructions!!!!!!**
- **KISS** (Keep It Simple Stupid)
- Watch simple grammar/spelling stuff
- Get help
Talk to the typical reader

- Use language, terms that your reader will readily understand.
- Don’t use jargon.
Anticipate reader/reviewer questions

- Show your article to colleagues for review.
- Ask them if they have questions you haven’t covered.
- Ask them if anything is unclear.
Writing a Good Article

Use (TA)IMRAD(ARA) format

TA = Title, Abstract
- Important. The ONLY part read by most readers and posted on websites etc.
- Must capture the key messages
- Do TA last and very well
- Journal styles vary “folksy” to formal
- May require structured abstract – READ INSTRUCTIONS
Writing a Good Article

Use (TA) IMRAD (ARA) format

I = Introduction
Why did you do the study?
Why should I read this article?

✦ Start with a big impact statement to show why this is important.
✦ Describe the problem.
✦ Review the literature.
✦ Outline the study.

The introduction should be short, factual, and businesslike

It can be enticing and/or terrifying…….
Use (TA)IMRAD(ARA) format

**M= Materials and Methods**

*What did you do? How did you do it?*

The main purpose of this section is to describe (and if necessary defend) the experimental design and then provide enough detail that a competent worker can repeat the experiments. Include the following:

♦ Subjects: describe your subjects

■ Examples:

  - *All patients in whom degenerative hallux rigidus had been treated with cheilectomy or metatarsophalangeal joint arthrodesis between 1981 and 1999 and who were alive at the time of this review were identified and invited to return for a follow-up evaluation.*
• All patients who had undergone surgical treatment of migraine headaches 6 months before initiation of the study.

♦ Materials:

- Include the exact technical specifications and quantities and source or method of preparation
- Avoid use of trade names if possible: use of generic or chemical names is preferred

♦ Examples:

- The patients were evaluated with a five-level clinical-radiographic grading system (Table 1)
- Participants in the fibrin arm of the study had 2 mL Hemaseel APR fibrin sealant (Haemacure, Sarasota, FL), which had been mixed intraoperatively and diluted twice according to printed standard instructions.
Methods: usually chronological order

Make sure they are clearly stated – they should be easy to follow

Examples

1. The hospital database was searched using the International Classification of Diseases—9th edition code 996.62.
2. Additional diagnosis codes then were used to identify those patients with end-stage renal disease and a surgical procedure.
3. The medical records of this population of patients then were reviewed to identify patients …
4. The medical records also were reviewed to exclude patients with …
5. Data collected included …
6. The criteria for performing PGE or TGE were as follow…

Or
1. A cheilectomy is performed with use of regional anesthesia and with an Esmark bandage (Medline Industries, Mundelein, Illinois) employed as a tourniquet.
2. A 3-cm dorsal longitudinal incision is centered over the metatarsophalangeal joint.
3. The capsule is preserved for later repair.
4. Hypertrophic synovial tissue and loose bodies are fully débrided from the joint.
5. The proximal phalanx is plantar flexed, exposing the metatarsal head.
6. An osteotome is used to remove the dorsal,...
Measurements, outcomes:
do not make the common error of mixing some of the
Results in this section

- Statistical methods
  Ordinarily statistical methods should be used without
  comment
- Advanced or unusual methods may require a literature
  citation
- Journal may specify format - READ INSTRUCTIONS

Examples

- Patients were asked to characterize their postoperative pain as
  none, mild, moderate, severe, or quite severe and also to rate
  it on a 10-point visual analog scale in which 0 indicated no pain
  and 10 indicated the most severe pain.

- Data were summarized and then quantitative and qualitative
  variables were analyzed by 1-way analysis of variance or chi-
squared analysis, respectively, to compare the differences between PGE and TGE surgical treatment.

- Preoperative data collection included age, hospital, surgeon, medical and surgical history (biopsy and surgical history, steroid use, chemotherapy and radiation therapy history), and comorbidities (smoking, diabetes, renal insufficiency). Surgical data collected included procedure performed, estimated blood loss, number of axillary nodes, number of positive axillary nodes collected, final pathologic diagnosis, cancer stage, and specimen weight.

- Statistical analysis of the data was performed by using STATA software (Stata Corporation, College Station, TX). Analysis of qualitative and quantitative survey data was performed by using chi-square and 1-way analysis of variance, respectively, and a P value of <.05 was considered significant.

Reader should be able to duplicate the experiment.
Writing a Good Article

Use (TA)IMRAD(ARA) format

**R = Results**

*What did you find out? – The most important part of the paper.*

♦ Results need to be clearly and logically stated as these are the new facts you are presenting to the world.

♦ Stick to the facts.

♦ Use tables and figures in place of text.

♦ *Triple-check statistics and data.*

Statistics must be meaningful statistics:

Edwin Netter, the late Editor-in-chief of *Infection Control and Immunity*, used to tell a classic story to emphasize the point. He referred to paper which read “33 1/3% of the mice used in this experiment were cured by the test drug. 33 1/3% of the
test population were unaffected by the drug and remained in a moribund condition; the third mouse got away”

Examples

• The 111 infected PTFE grafts identified, 91 were treated by PGE (82.0%) and 20 were treated by TGE (18%).

• Out of 252 programs, 124 questionnaires were returned, corresponding to a response rate of 49%. These programs recruited a total of 511 first-year categorical residents per year, for a total of 2,555 residents per year of the study period. The mean number of categorical first-year residents per program per year was 4.1 ± 1.9 (range 1–10).

• Of the pooled data, 44 participants (53.7%) were randomized to have surgical drains placed, and 38 (46.3%) were randomized to the fibrin glue group. Participants in the control and fibrin glue groups were well matched with regard to age, weight, height, and number of previous breast biopsies (Table 1; P <0.05).

Resist interpretation of data in results
Writing a Good Article

Use (TA) IMRAD (ARA) format

**D= Discussion**
*What does it all mean?*

- Present the principles, relationships, and generalizations shown by the **Results**.
- Point our any exceptions or any lack of correlation and define unsettled points.
- Discuss the implications of your findings.
- Show how your work relates to previously published work.
- Discuss the generalizability and weaknesses of your study.
- Discuss any practical applications of your study.
State your conclusions as clearly as possible.
Summarize your evidence for each conclusion.
Discuss the next steps and/or possibilities.
Don’t push your findings too far
Anticipate questions and concerns

Examples:

- There is an extremely high incidence of seroma formation after breast cancer surgery and axillary node dissections, and this incidence ranges from 15% to as high as 60%.

- Figure 2 suggests that voluntary attrition rates may stagnate or even decline when examining changes between any 2 given academic years. For example, there was not a significant difference in the attrition rates from the 2002 to the 2003 academic years. The overall trend of increasing attrition, however, is unmistakable.

- What other factors could potentially confound the attrition rate aside from the 80-hour workweek? That is a very difficult
question to address. We did not address specifically in the survey in terms of whether it is a generational problem or whether it is something inherent to the surgical training programs.

- Other limitations of this study included our inability to blind physicians and patients to treatment arms, inadequate follow-up on application techniques, and poor charting by participating surgeons as to aspiration volumes.

- Decrease in morbidity and discomfort from the placement of drains would be a real boon to those undergoing these arduous procedures; however, the larger amount of aspirate and the possibility of poor cosmetic result would tend to negate these advantages. Therefore, we believe that use of fibrin glue is not a viable option to supplant drain placement in breast surgery at this time.
Use (TA) **IMRAD (ARA)** format

**Acknowledgments**

- Help from non-authors
  - Any significant help in lab or elsewhere
  - Special equipment or materials
  - Outside financial assistance, such as grants, contracts or fellowships
- Example:
  - *Hemaseel APR fibrin sealant and the HemaMyst Surgical Applicator System were provided by Haemacure Corp., Sarasota, FL.*
  - *NOTE: The authors thank Mary Sampson, MS, for assistance with the statistical analysis.*
References

- Journal may specify format - READ INSTRUCTIONS
- Use software: (Endnote™ etc.)
- Ask your librarian
Art

- Follow specific instructions for pictures etc.
- Do your own if possible
- Be careful about copyright and permissions
- Some journals charge for fancy stuff!
Writing a Good Article

- **Follow the instructions!!!!!!**
- **KISS (Keep It Simple Stupid)**
- Watch simple grammar/spelling stuff
- Avoid abbreviations and jargon
- **Get help**
  - Share with a mentor-ask friends, colleagues to read manuscript
Authorship

Authorship cannot be conferred; it may be undertaken by one who will shoulder the responsibility that goes with it”

*Jama* 271:469, 1994

- Only those who have actively contributed to the design and the execution of the experiments
- Should have participated in the conception and planning, the interpretation of the results and the writing of the paper.
The Publication System

- Editorial “scan”
- Reviews
- Resubmission
- Galleys
- PUBLICATION!!

- Reject/provisional accept (weeks)
- Recommendations (months)
- Deadline and requirements
- URGENT Essential changes only
- Errors, questions, letters to editors
- Reject/provisional accept (weeks)
Getting it written

- Just do it – don’t put it off!
- It’s just a job – not a Nobel prize!
- Get everything down in the first draft then edit it to perfection
- Do one section at a time and keep going
- Use reference, editing tools
- Get help and encouragement!

*Great papers are not written, they are re-written*
FOR MORE INFORMATION

The *Publication Manual of the American Psychological Association* (APA 1994) offers advice for converting a dissertation into a journal article.

WORKING WITH REVIEWERS AND EDITORS

**PRINCIPLE 48. KEEP REVIEWERS HAPPY.**

Table 12-7 offers suggestions for keeping reviewers happy.

Figure 12-2 ranks the reasons for outright rejection of manuscripts. The respondents said that poor methods and inadequate results were most often responsible for rejection. In contrast, Abby et al. (1994) reported that the most common reason for rejection was weak conclusions and discussion.

<table>
<thead>
<tr>
<th>Table 12-7. How to Avoid Annoying a Reviewer*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methods</td>
</tr>
<tr>
<td>• Show a good methodology and experimental design.</td>
</tr>
<tr>
<td>• Define the research question.</td>
</tr>
<tr>
<td>Results</td>
</tr>
<tr>
<td>• Identify the key elements in the text, and consider placing them in tables.</td>
</tr>
<tr>
<td>• Use simple, easy-to-read tables and figures.</td>
</tr>
<tr>
<td>• Simplify busy tables.</td>
</tr>
<tr>
<td>Presentation</td>
</tr>
<tr>
<td>• Present the data in an unbiased manner, and let the reader come to his own conclusions before interpreting the data in the Discussion.</td>
</tr>
<tr>
<td>• Organize the paper logically.</td>
</tr>
<tr>
<td>• Follow the rules of standard English usage.</td>
</tr>
<tr>
<td>• Be concise.</td>
</tr>
<tr>
<td>• Be sure the manuscript flows.</td>
</tr>
<tr>
<td>• Prepare the manuscript carefully.</td>
</tr>
<tr>
<td>• Correct all typographical errors.</td>
</tr>
<tr>
<td>• Avoid unnecessary complexity.</td>
</tr>
<tr>
<td>• Select and display good summary information.</td>
</tr>
<tr>
<td>Statistical analysis</td>
</tr>
<tr>
<td>• Use appropriate analyses.</td>
</tr>
<tr>
<td>• Avoid, or control for, clear-cut bias.</td>
</tr>
<tr>
<td>• Explain all statistical methods clearly.</td>
</tr>
<tr>
<td>• Eliminate all statistical “snow jobs.”</td>
</tr>
</tbody>
</table>
Discussion
- Explain the clinical relevance of the findings.

Originality
- Submit only work that has never been published.

Conclusions
- Explain how the evidence will be used.

Adherence to the journal’s instructions
- Follow the journal’s instructions for authors.
- Avoid having authors outnumber subjects.

* Paraphrased from answers provided to question 29 of the Peer Review Questionnaire in Appendix B.

PRINCIPLE 49. KEEP EDITORS TICKLED PINK.

Editors were bothered by many of the problems that reviewers mentioned, but editors were more concerned than reviewers about inappropriate statistical analysis. Table 12–8 gives specific suggestions for working with editors.

One editor wrote: “I get a lot of foreign manuscripts. I have learned to be patient with these authors, but I have absolutely no patience with English-speaking authors who send in poorly written manuscripts.”

**Table 12–8. How to Avoid Annoying an Editor**

<table>
<thead>
<tr>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Demonstrate a flawless study design.</td>
</tr>
<tr>
<td>• Clearly identify the problem, and develop it logically with the research process.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Limit the number of figures and tables.</td>
</tr>
<tr>
<td>• Describe the tables and figures adequately.</td>
</tr>
<tr>
<td>• Verify that the tables and figures agree with the text.</td>
</tr>
</tbody>
</table>
Table 12-8. How to Avoid Annoying an Editor* continued

Presentation
- Include an accurate summary of the results, correct inferences, and appropriate discussion of both random and systematic error.
- Be clear, brief, and interesting.
- Ensure that the study is logical, with no obvious leaps.
- Organize the paper logically.
- Check spelling and grammar.
- Present the manuscript neatly and carefully.
- Eliminate redundancy.
- Use clear, precise language.
- Proofread the manuscript before submission.

Statistical analysis
- Include appropriate statistical analysis.
- Avoid technologic “pyrotechnics.”
- Show that you understand your statistical analysis.

Discussion
- Do not repeat information in the Introduction, Discussion, and Conclusions.
- Explain the importance of the findings in a balanced way.
- Demonstrate an ability to understand the point.

Originality
- Explain the clinical relevance of the data.
- Show clinical correlation and follow-up.

Conclusions
- Be sure that the conclusions are completely supported by the Results and Methods.
- Include a well-written narrative and careful conclusions, based on a good study design.

Adherence to the journal’s instructions
- Prepare the manuscript according to the journal’s instructions for authors.
- Follow the journal’s format for the reference section.
- Follow the correct style for the target journal.

* Paraphrased from answers provided to question 29 of the Peer Review Questionnaire in Appendix B.
Dissemination Options

Hierarchies in order of importance:

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other
Podium Presentation

Time
- Human adult attention span 10-15 minutes
- Start and end on time!

“I wanted to write you a short letter but I didn’t have time so I am writing you a long one instead.”

Mark Twain

Short presentations take MORE preparation than lectures.
Podium Presentation

Be prepared

Most audience members form an opinion of the speaker within **FOUR SECONDS**, influenced by six factors:

- Gestures
- Movement
- Dress
- Grooming
- Stance
- Eye contact
Features of an effective speaker

Expertise PLUS Enthusiasm

- High Expertise, High Enthusiasm: Perfect
- High Expertise, Low Enthusiasm: Charlatan
- Low Expertise, High Enthusiasm: Bore
- Low Expertise, Low Enthusiasm: Black Hole
Good Starts:

- Clear confident introduction
- Organization explained
- Attention - Grabbers

*Audience should perceive that topic is important, speaker well-prepared, and it will be a productive yet enjoyable experience*
People remember……..

- 20% of what they hear
- 30% of what they see
- 50% of what they both see and hear

So use voice and visuals
Podium Presentation

Visuals

♦ **MIBKIS** (make it big, keep it simple)
  - **7x7 rule** → no more than 7 lines per slide and 7 words per line – your slides are **NOT** your notes
  - **Font size** → not less than 24 points, larger for headers
  - **Less is more** → don’t put your whole presentation on the slide, only the important points

♦ **Background** keep it simple – **don’t detract from your presentation**

♦ **Pictures** - use to illustrate your point, focus attention

♦ **Animation** – easy does it → too much may detract from your presentation.
Style Things

- **Dress** - comfortable, no distracters
- **Voice** - clear, conversational, vary pitch & tone to match content
- **Language** - appropriate to audience, no ums, ahs, okays?”
- **Eye contact** - “sweep and click”, watch blind spots and potential trouble seats (front of room and back of room)
- **Body** - confident, moves & gestures for emphasis, avoid distractions
Presentation Skill Secrets

♦ Prepare
♦ Practice
♦ Perform
♦ Publish
Don’t

♦ Procrastinate
♦ Panic
♦ Pontificate
♦ Prolongate
Podium Presentation

Secrets of a Short Talk

- Essential material presented visually and orally
- Presenter is expert, enthusiastic, and prepared in both content and style
- Great handouts

Can’t I have a couple more points…..??????
Ending a Talk

- Summarize
- Thank
- Indicate willing to discuss further


“Stand up, speak up, shut up”

“Be brief, be sincere, be seated”
Dissemination Options

Hierarchies in order of importance:

1. Publication
2. Oral presentation
3. Poster presentation
4. Abstract
5. Web
6. Other
Poster presentation

- A poster presentation is done **BEFORE** submission to a journal for publication
- Local, state, regional and national scientific meetings are a chance to share research with your colleagues
- They are an opportunity to:
  - organize your data
  - get experience presenting your data
  - discuss your findings in one-on-one situations.
  - get feedback from your colleagues
  - KUSM-Wichita Office of Research sponsors a yearly Research Forum in the spring for scientific research ([http://wichita.kumc.edu/research/forum.html](http://wichita.kumc.edu/research/forum.html))
Submitting your poster for presentation

- Most scientific meetings require ONLINE submission of **abstracts** for consideration for presentation.
- There is usually a restriction on the number of words in the abstract
  - This forces you to think about what is really important about your project.
  - A word processor will count the words.
Submitting your poster for presentation

Most abstracts follow the IMRAD format

- **Background/Introduction** – why did you do it?
- **Methods** – how did you do it?
- **Results** – what did you find?
- **Discussion/Conclusion** – why is this important?

The methods and results sections should make up the bulk of the abstract.

The Introduction and Conclusion should be about 2-3 sentences each.
Submitting your poster for presentation

BEFORE YOU SUBMIT:

- Print the instructions.
- **Read the instructions**
- Prepare your abstract according to the instructions.
- Pay attention to the format and the word limit.
- Do a spell check with your word processor, then reread the document for errors.
- Use your word processor to count words:
Submitting your poster for presentation

- If you have co-authors, collect all the information about them
  - Name and titles
  - Address
  - Phone
  - Email address
  - Affiliation
- It is worthwhile to have this information in a word processing document so it can be pasted into the online form.
- Load your word processor with the document containing your abstract.
- Follow the step-by-step process for the online submission and paste the information as necessary into the online submission form.
♦ It may be necessary to revise your abstract if you have too many words. (Sometimes the title of the presentation and presenter information are included in the word count).

♦ **Don’t wait until the last minute**
  - Try to submit at least a day before the submission deadline.
  - If you wait until the deadline, it may be hard to connect and the connection may be slower.
  - Give yourself enough time in case you have to revise the abstract.
Poster presentation

Paper submission

If a paper submission is necessary:

Follow directions

- Font size – there is usually a restriction on the size of font, i.e. it can’t be smaller than specified.
- # of words – use your word processor to count the words.
- Format of abstract – follow the specified format in the instructions.

• Submission deadline
  - Make sure the abstract will reach the destination a day ahead of the deadline.
  - If using FedEx, UPS or registered mail, save your receipt.
MAKING THE POSTER

When your poster is accepted for presentation, you will be given instructions regarding:

- Size of display board
- How to display the poster
- Where and When to display
- When you have to be present to discuss your poster
- When you need to take your poster down.
MAKING THE POSTER

Title

- Should be at least 72 pt type
- Should be eye catching – short titles or titles that ask a question are good:
  
  *Which Patients Are Most Challenging For Medical Students?*
  
  *Do Delays in Diagnosis of Hollow Viscus Injuries Affect Outcome?*

- You want a title that will grab attention from across the room.
- Should stretch across the top of poster
- Titles and authors should take up at least ¼ of the poster’s height.

*The challenge – getting people to stop at your poster.*
MAKING THE POSTER

MIBKIS – Make It Big, Keep It Simple

♦ Poster should be readable by someone standing at least 3 feet away.

♦ Font Size
  ■ Should be no smaller than 24 points
  ■ Titles and headers should be larger than this to draw attention to them

The challenge – getting people to stop at your poster.
MAKING THE POSTER

- Use Microsoft Powerpoint
  - It is an easy way to prepare the poster
  - Make each panel a slide in Powerpoint.
  - Use the **MASTER SLIDE** to format the panels, such as a border, or a picture/logo on each panel.
  - Use the **7x7 rule:**
    - no more than 7 lines per slide
    - no more than 7 words per line
  - Use Bullets

The challenge – *getting people to stop at your poster.*
Poster presentation

- Use Pictures
  - Pictures, graphs, and tables make a poster more interesting and grab attention
  - A poster is a visual presentation so a picture is worth a thousand words.
  - Use charts and tables when possible to display and explain your results.
  - In a roomful of posters, there is only time to spend 1-2 minutes on each, make sure your data can be digested in that amount of time.

- Use color – judiciously
  - A little color grabs attention and makes poster more interesting
  - Too much color overwhels the content of the poster

The challenge – getting people to stop at your poster.
Poster presentation

Layout

- Layout the poster as you did the abstract:
  - Background
  - Methods
  - Results
  - Discussion/Conclusion

- The poster should be laid out left to right in columns:

```
1 4 7
2 5 8
3 6 9
1 2 3
4 5 6
7 8 9
```

The challenge – getting people to stop at your poster.
# Mounting the Poster

The poster can be mounted on poster board or printed out as a big poster.

<table>
<thead>
<tr>
<th>Mount on poster board</th>
<th>Big poster</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less expensive</td>
<td>More expensive</td>
</tr>
<tr>
<td>Can customize for different venues</td>
<td>Can’t customize</td>
</tr>
<tr>
<td>More time consuming</td>
<td>Less time consuming</td>
</tr>
<tr>
<td>More portable</td>
<td>Awkward to transport</td>
</tr>
<tr>
<td></td>
<td>Looks cool!!</td>
</tr>
</tbody>
</table>

*The challenge – getting people to stop at your poster.*
Poster presentation

Mount on poster board

♦ Use Powerpoint, a word processor or other graphics program to print out the panels.
♦ Mount on poster board using about a ½ inch margin around the panel.
♦ Make panels no larger than legal size for ease of traveling.

Big Poster

KUSM-W Department of Educational Technology (Ed Tech) can print big posters at a reasonable price. They cannot laminate them.

You can create a powerpoint file of one slide and adjust the **Height** and **Width** to the dimensions for the poster.)

*The challenge – getting people to stop at your poster.*
**DISPLAYING YOUR POSTER**

- Be aware of where and when you are to display your poster.
- Find out ahead of time what kind of board you will be using to display your poster.
  - If it is corkboard, you will need tacks or pushpins to attach it.
  - If it is Velcro, you will need Velcro or quilting pins to attach it.
- Be present to discuss your poster during the allotted time.
- Take your poster down when poster session is over.

*The challenge – getting people to stop at your poster.*
TRAVELING WITH YOUR POSTER

♦ If flying, always take your poster on the plane with you.
♦ Take extra tacks, quilting pins or velcro, and tape.
♦ Take copies of the abstract or other materials for handouts.
♦ Take extra business cards for handouts.
JUST DO IT!