Sharing Your Story: Creating a Successful Poster for Presentation

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Learning Objectives

- Apply appropriate style guidelines to present data/information in a meaningful way.
- Create an effective display of data/information in a poster presentation.
Poster Examples
Why do a poster presentation?

- Source of information
- Conversation starter
- Advertisement of your work
- Summary of your work
- Allows you to adjust to different audiences
How Do You Get Started:

- Desire to share your practice innovation
- Identify your audience
  - Who will benefit the most?
  - Who will be most interested?
Develop Your Poster Content

- Overview of your work
- Limit the reading content to 3–5 minutes
- Logical flow:
  - Top to bottom, left to right
  - Column format is easiest to read
- Look at poster guidelines for headings and size information
  - Consider easel vs wall hanging
Title

- Project title
- Author names and credentials
- Department Name/Institution
- VUMC logo

or

OR MCJCH logo and VUMC logo
Background / Introduction

- Describe the significance of the problem
- Why are you doing this project?
- VUMC need that led to project
Purpose / Objectives

- Major goals and objectives you hoped to achieve with your project
- Aim of the project
- Your problem statement
Methods

- Overview of the design of the project
- What did you do and how?
- Initiatives or implements
- Time frame of the project
- Data collection methods
- Number of participants
Results

- What were your findings or outcomes?
- Qualitative impact of the project
- Quantitative impact of the project
- Use graphics to show results, if possible
Impact the project had on patient care or work flow
May address next steps if needed
Recommendations for practice
## Background

- Describe the significance of the problem
- Need that was addressed

## Purpose/Objectives

- Aim of the project
- Major goals and objectives you hoped to achieve with your project
- Your problem statement

## Methods

- Overview of the design of the project
- Initiatives/implements
- Time frame of the project
- Description of sample/population

## Results

- Qualitative findings
- Quantitative findings
- Use graphics to show results, if possible

## Graphic Here

- Evaluation strategy used

## Graphic Here

## Conclusion / Implications

- Impact the project had on patient care or work flow
- Next steps
Poster Text Format

- Text should be readable from 4–6 feet away
- Bullet points
- Font size (36x56 poster)
  - 72 point font for title
  - 32 point font for text
- Font type – clear, easy to read, Sans Serif
- Two colors draws attention
- “White space” is crucial – need balance
Using PowerPoint

- Use PowerPoint template to create poster
- Adjust size of blank slide to size of poster
- Use text boxes to create headings and text
- Insert graphs and tables made in Excel
- Use zoom feature to check pictures

Step by Step: Scientific Poster Making
Using PowerPoint 2010 (on website)
Printing

- Internal printing option:
  BRET (Biomedical Research Education & Training)
  Karen Perry
  Telephone: 322-3835
  Email: karen.perry@vanderbilt.edu
  Price: $85 (poster tube included)

- External printing options:
  MakeSigns.com
  Price: $50.54 + shipping

  FedEx Office
  2308 West End Avenue
  Nashville, TN
  Telephone: 327-2120
  Price: $126 ($9/sq. ft.)
Key Points

- Overview of your work
- Minimize excessive font changes, color changes, bolding, underlining in text
- Visuals can increase reader comprehension (photos/graphs)
- Should be easy to read!
Resources

- www.vanderbiltnursingebp.com
- www.makesigns.com
- Evidence-based Practice and Nursing Research Office
  - S–2413 MCN
  - 3.2992 or Nursing.Research@Vanderbilt.Edu