

## **National Association of Community Health Centers 2009 Community Health Institute (CHI) Poster Presentation Tips**

The purpose of your poster is to disseminate health center-related research and innovative best practices. Your poster should (1) visually stimulate interest in your research or innovation; (2) present enough information for viewers to understand the approach, results, and significance of your work; and (3) facilitate conversation and networking among conference participants.

### **Designing Your Poster**

**Size of Board/Method of Display.** Poster boards measure **4 feet high and 8 feet wide**. We suggest that your display be printed on paper or lightweight poster board so it can be attached to the poster board with push pins or Velcro. We recommend you print out your poster in one of two ways: 1) create it on a single PowerPoint slide that can be enlarged (for example, to 48" X 36"), or 2) print out separate PowerPoint slides (full page each) and pin each individual slide separately. You can find free poster templates at [www.posterpresentations.com](http://www.posterpresentations.com). **NACHC will provide push pins.**

**Organization.** Design your poster to highlight the major points of your research and stimulate feedback. The following format is suggested: research objective(s); study design/methods; principal findings; conclusions and implications; and research funder(s). Present enough information but avoid overcrowding.

**Graphics.** Consider using graphs to clarify and emphasize the key relationships between figures. Graphs should be clearly labeled and placed near the companion text. Select the type of chart that best illustrates your point. For example, pie charts compare relative parts that make up a whole, and line charts are ideal for depicting trends over time. If using tables, make sure columns are not too narrow, too numerous or too long – so they can be easily read. Use tables only when simpler visuals like graphs or charts won't suffice.

**Arrangement.** Design the flow of information from left to right. Use lines, frames, contrasting colors, or arrows to call attention to important points.

**Lettering.** Select a clean and simple font and use it consistently throughout the poster. Use both upper and lower case letters, especially in the body of your presentation. Make lettering large enough to read from at least three feet.

**Color.** Use color to attract interest and to dramatize similarities and differences. Emphasis may be lost if more than four colors are used.

### **Presenting Your Poster**

Rehearse your presentation and memorize points you want to emphasize during the poster session. Know where various points of emphasis are located on your poster so you can refer to them as you talk with viewers without turning your back or blocking their view. Prepare a 30 second oral presentation for conference attendees who just want to hear the overview.

To enable conference participants to contact you, we suggest you **attach your business card or include a contact number and email.**

### **Transporting Your Poster**

Construct your poster in small panels so it will be easy to carry. Portfolio cases are available from art supply stores. Alternatively, roll your poster and carry it in a protective tube.

### **Where to Set Up**

NACHC staff will contact you with more details.

**For more information, contact Michelle Proser, NACHC Director of Research, at  
[mproser@nachc.com](mailto:mproser@nachc.com) or 202.296.1960.**