

EMS Annual Meeting

Poster presentations: Recommendations

Thank you for agreeing to make a presentation at the
EMS Annual Meeting
– European Conference for Applied Meteorology and Climatology 2017

Recommendations

A. BEFORE YOU START consider the following questions:

- What is the goal of your poster presentation?
- What is the main message you want people to take away?
- What is your target audience? What is their background or field of interest?

B. PREPARING THE POSTER

Structure your presentation

- Suggested structure: Title – authors' names and affiliation – objective – method – results – discussion and/or conclusion.
- Balance the space dedicated to each of these parts. Do not use more space for introductory explanations than for methods or results.
- Place the title prominently at the top of the poster and provide contact details (Always put your e-mail address: You participate at this conference to extend your network, so make sure people can contact you again).
- Put the logo of your institute, the organisation that pays your salary, scholarship, the partners you work with in the project etc.
- Use visual tools to clearly mark different parts of the poster: labels for different elements like 1, 2, 3 or A, B, C may help the viewer to follow your display, or guide your reader by adding arrows between boxes.
- Use colours matching the text boxes or background.

Concentrate on the core message

- The title should be catching and short.
- Do not overwhelm the reader with too much text. Opt for visual elements where possible.
- Put important words in bold to keep the attention of the reader. The reader should be able to get the gist of your work and main conclusions by reading the bold text only.
- Avoid using too many acronyms.

Use clear statements and concise conclusions to grab the reader's attention

- Bulleted statements are easier to grasp than blocks of text.
- Conclusions and recommendations are the main take-home messages for the reader.

Poster presentations: Recommendations

Use easily readable fonts and font size, as well as legible and self-explanatory diagrams

- Recommended minimal font size for an A0-poster is 30 points for text and 60 points for the title.
- Don't mix fonts, chose one for all text throughout the poster.
- Simplify graphs, use reader-friendly legends.
- Your graphics should be readable from 2 meters distance. Make sure your axis, legend, title and graph lines are larger than usual.
- Keep the graphics and layout in the same style throughout.

For size of the poster boards and further technical details, please consult:

http://www.ems2017.eu/guidelines/author_guidelines_poster.html

C. PREPARE FOR YOUR POSTER PITCH: a few recommendations

Introductory pitches are a great opportunity to attract conference participants to your poster. You normally have one minute for a summary, the session chair will stop the presenter after one minute.

- You can use a “hook”, something that attracts the attention: Begin with a question or by stating a problem.
- Introduce yourself very briefly.
- View the pitch as an opportunity to start the discussion, not a final summary (don't give away all results and conclusions but make people curious!).
- Give an overview, don't dwell on details.
- It helps to write the pitch down, revise it to make it succinct, and practice it a couple of times until you are confident you hit the right tone, and can cover it within a minute at most.

Having prepared this pitch, you can use this summary for everyone coming to your poster or in case anyone asks whether she/he should be coming to your poster. This can also come in handy if you are asked about your project(s) in a job interview.

D. At the poster (Author-in-attendance time)

- You may want to bring A4-printouts of the poster and attach them to the poster board for interested viewers to take along with your contact details.
- Be at your poster during your author-in-attendance-time: this is your chance to discuss your work, get feedback and make new contacts!