

YOUR FIRST MIDYEAR POSTER PRESENTATION

A STEP-BY-STEP RESOURCE GUIDE

The purpose of the resource guide is to provide advice to students, residents, and fellows who are presenting a poster for the first time at the ASHP Midyear Clinical Meeting & Exhibition. The guide aims to help navigate the process, from preparing the poster to delivering an effective presentation and capitalizing on the networking opportunities provided by attending Midyear. This guide offers practical tips and insight to ensure that your first poster presentation is successful, professional, and impactful.





PREPARING YOUR POSTER

- Follow all instructions provided in the ASHP Poster Submission handbook.
- Review the ASHP Poster Presenter Handbook that will be shared with you along with the acceptance of your poster abstract.
- **Design**
 - » There are many applications that you can use to create your poster. Many presenters create their poster design in PowerPoint.
 - » Ask your institution if they have a preformatted poster template or institutional graphic you should use.
- **Size**
 - » Posters should be no larger than (42" Tall X 90" Wide). The actual poster board is 4 feet high by 8 feet wide.
- **Layout and Design**
 - » Organized Layout: include sections for title, background, methods, endpoints, results, conclusion, and references.
 - If you are presenting a research-in-progress poster, focus on the background and methods. Utilize this as an opportunity to receive feedback on your research design.
 - » Use a legible font: (ex. Arial, Calibri) and complementing colors for readability
 - » Don't overcrowd your slides, instead focus on graphics and tables to make your poster more visual.
 - » When creating visual aids, ensure high resolution and clearly labeled axes.
- **Content**
 - » Title and author information: ensure name and affiliation are prominently displayed.
 - Consider creating the title last to ensure it highlights the key population and purpose of your research.
 - » Follow the format of a scientific abstract
 - Objectives: What are the goals of your research? You should include your primary research question.
 - Results (if applicable): What were the outcomes of your study? You can include information such as the total number of patients, baseline characteristics, and outcomes.
 - Conclusion (if applicable): Reinforce your key takeaways that you want your audience to remember about your research.
 - » Background: Why is your research topic important? Include information that will grab attention with a clear statement of the purpose of the project.
 - » Methods: How did you conduct the study? Include your study design, patient population, primary and secondary outcomes, data collected, statistical analysis, and IRB approval.
 - » Discussion/Conclusion: How will your results impact practice? This is where you will provide an interpretation of your study results, limitations of your study, and potential areas for future research.
 - » References



- » Author contact and disclosures of all authors (required) on right bottom corner of poster.
 - If nothing to disclose, “Nothing to Disclose” must be displayed next to the author’s name in place of a disclosure.
- » Have your poster draft reviewed prior to submission by a preceptor, advisor, or project mentor.

PERFECTING YOUR ELEVATOR PITCH:

Elevator pitch composition:

- Begin by introducing yourself and stating your name and affiliation.
- Clearly state the background of your research.
- Explain the significance and the impact of the research.
- Explain the figures that are present to capture the viewer (In order of methods, endpoints, results, and conclusion).
- If the results/conclusion are unavailable, state the hypothesis of the study and goals.

Tips prior to the poster presentation:

- Practice the elevator pitch with mentors and/or colleagues prior to the conference.
- Ensure the elevator pitch is between 1-2 minutes to leave opportunity for questions.
- Seek feedback from mentors and/or colleagues for improvement.

Tips during the poster presentation:

- Engage your audience and orient them to your poster upon arrival.
- Make eye contact, smile, and be approachable.
- Stand to one side of your poster to avoid blocking the view of your poster.
- Be aware of your body language and utilize use open body communication.
- Ask if they have questions at the end of the elevator pitch.
- Answer the questions that you know, however if you are unsure of the answer then offer to follow up later and exchange business cards.
- Remain confident in the process and enjoy your first experience.
- Have fun! Presenting a poster is a great way to share your research project, practice public speaking, as well as expand your professional network.

Tips after the poster presentation:

- Send thank you emails to those who have exchanged business cards and are interested in your research.
- Connect on professional networking platforms such as LinkedIn.
- Take a picture with your poster and use #ASHP23 and tag @ASHP to amplify the impact of your research on social media!
- Reflect on the presentation and what experiences were gained and how you could improve.
- Apply lessons learned to future poster presentations.



ADDITIONAL TIPS AND CONSIDERATIONS

- Wear professional attire.
- Maintain professionalism during the session and be respectful to all attendees.
- Always bring business cards to keep in touch with those who were present.
- Stay calm, confident, and collected. Remember, you are the expert on your research!

ASHP RESOURCES

1. <https://midyear.ashp.org/posters>
2. <https://www.ashp.org/professional-development/ashp-podcasts/practice-journeys/professional-poster-presentations-advice-for-students-and-new-practitioners> (Podcast)
3. [Tips for a successful poster presentation](#) (AJHP)