



## Some Tips for Great Posters

- The poster should present:
  - Innovative or unique strategies for bridging people, resources, and ideas;
  - Demonstrated success in identifying and addressing missed opportunities for action;
  - Evidence of significant or creative contributions to solving water-related challenges.
- We suggest that poster presentations include the following components:
  - Title: Poster sessions with large snappy titles attract more visitors; subtitles can add additional information if necessary
  - Purpose & Background: Place your work in context
  - Goals: Clearly define the stated aims and objectives of your work
  - Process: Describe the steps involved in preparing for and carrying out your work
  - Findings: Give a brief synopsis of the results of your work (or anticipated results, if your work is still in progress)
  - Next Steps: List some of the next steps for the project (changes, improvements, expansions, etc.)
- Remember that this is a **VISUAL** presentation - try to explain your idea in a visually appealing way. Include pictures, colors, data, graphs, diagrams and narrative text. On the other hand, don't overwhelm the viewer with excessive amounts of information; rather, construct a poster display that enhances conversation.
- Make sure your lettering is neatly done and is large enough to be read from a distance. (Between 24 and 72 point font)
- Spell out acronyms in their entirety the first time used, followed by the acronym in parenthesis. Example: World Water Council (WWC)
- Keep in mind that the only basis on which the reviewer can evaluate the poster session is the abstract. Make certain that it clearly conveys the purpose of your poster session, is well written, and is void of grammatical and typographical errors.
- Keep an electronic copy of your poster session abstract before sending it.
- Be sure to bring pins or thumbtacks.