

Tips for a Successful ASHG Poster Presentation

- **Make your poster inviting and visually appealing.** Use your poster to highlight your project. Try not to fill it with too many details. Pictures/figures are always preferred to text, especially to catch the attention of those walking by skimming posters. Present only the key results and use smaller subheadings with the key takeaways. QR codes can be a great way to link your audience to a preprint or other details left off the poster.
- **Check your font sizes for readability.** If you aren't sure about the readability of your font size, print out a document with text printed in various font sizes. Tape it to the wall and stand back 5-6 feet to see what's readable—this should be your minimum font size for headers/results. Font sizes visible at 2-3 feet can be used for other text.
- **Be welcoming and engage your audience!** Stand to the side of your poster so people can see it as they walk by, be enthusiastic when you are speaking with anyone who stops by. Smile and make eye contact. Be yourself and genuine.
- **Prepare and practice your 1-minute overview of your poster.** Think about your poster as the conversation starter. Remember, there are a lot of posters and a short window of time for the poster session. A 1-minute overview will provide enough details about your project and still provide them with ample time to ask questions. A typical 1-minute overview should include the research question/topic, what you found, and why it is important. Tell a story!
- **Know your audience!** Don't be afraid to ask the person visiting your poster if they are familiar with particular concepts so that you know the level of information to talk about
- **Acknowledge those waiting to speak to you.** If you see others waiting to talk to you while you are speaking to others, acknowledge them with a smile or nod so they know you see them.
- **Welcome the feedback you get.** Be prepared for discussion and try not to be defensive in the face of criticism. It's also ok to say you do not know the answer to a question.