avocets consulting

Powerful Poster Presentations:
clear, compelling & punchy

This interactive workshop is aimed at researchers who are experienced or inexperienced at giving poster presentations and need to review, refine and/or develop new skills to present posters more powerfully at academic conferences.

This dynamic, interactive and product-orientated workshop is designed to provide the tools, support and training to turn on-going research into poster presentations that are eyecatching, impactful and that really connect with international audiences.

Workshop content:
- Deciding what you want from the experience and preparing to get it
- Getting the academic content right for the audience(s)
- Writing content: style, register, limiting word count to 300 to 500 words
- Designing layout: sections, text formatting, visuals and software
- Exploring ways of getting feedback on the poster before the conference
- Promoting your poster before the poster session
- Presenting 1: nerves, body language, eye contact, gestures and dress
- Presenting 2: dealing with international audiences
- Presenting 3: interacting with people, asking and answering questions

Delegates will use the workshop content to review and build on the key drivers of every effective poster presentation. Much of the afternoon will be spent on putting theory into practice via a number of mini presentations in order to explore the key drivers. The presenter, their colleagues and the facilitator discuss the effectiveness of the presentation which provides invaluable feedback for development.

The second part of the workshop is mainly focused on putting all of the workshop's input into practice. Participants give their poster presentations, which are filmed and receive and give feedback on their colleagues' poster presentations. Throughout the workshop delegates are encouraged to contribute their experience, knowledge and skills.

Activities
The following activities will be used: lightning lectures, brainstorming, critical-analysis, problem-solving and brainstorming activities and learning-by-doing tasks such as giving live presentations to partners, small groups and the whole group.