



12TH INTERNATIONAL CONGRESS OF
ethnobiology
Hishuk-ish tsawalk... everything is one, everything is connected.

POSTER GUIDELINES

POSTER SESSION with authors present:

3 – 6 pm, Tuesday May 10th, 2010

(venue and set up / take down times to be announced)

Posters will be available for viewing all day Tuesday, May 10th, 2010 (exact location to be announced). A formal Poster Session (including a reception, with refreshments) will take place from 3:00 pm to 6:00 pm, which you must attend and be present to answer questions about your poster. This Poster Session will not conflict with any oral sessions or other scheduled Congress activities.

Congress delegates will receive a special “Poster Session Program” that includes a floor plan of all posters, which will be displayed in thematically-linked “pods.” You will receive your specific floor place assignment when you arrive at the Congress.

You will receive more instructions on set up and take down.

Please contact ice2010tofino@gmail.com if you have questions.

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The International Society of Ethnobiology recognizes poster sessions as an important element of our biannual Congress.

Poster sessions are a visual and concise method of presenting one's work, and done effectively, posters can provide you with much more feedback than you would receive during a traditional panel or presentation session. By presenting a poster, you have the opportunity to engage in a much more detailed discussion of your research, the methodology and your findings than you might otherwise in a traditional panel format. While you do not make a formal delivery of your paper, you will be able to engage in a more informal and more in depth discussion of your work. It can be a relaxed and effective way to communicate – and a chance to develop oral communication skills if you are a little bit nervous about oral presentations.

Since poster sessions may be a relatively new venue for some presenters, the International Society of Ethnobiology has compiled some guidelines for successful posters to help you prepare for optimum visibility and interaction with the viewers. We hope that these general guidelines better enable you to develop a poster session that will take advantage of its increased visibility and opportunities for interaction with other Congress participants.

PLEASE FOLLOW THESE GUIDELINES CAREFULLY and use the listed Internet resources to learn more. But remember...

- Allow plenty of time to create your poster
- Have your poster peer reviewed
- Done well, a poster can provide as much *or more* prestige, feedback, and networking as an oral presentation.

What is a poster and how is a poster different than giving an oral presentation?

A poster is a visual presentation of your work, usually on a single sheet of paper about 36" x 48" (about 84 cm x 119 cm). They are intended to provide "a snapshot" of your work and to engage colleagues in a dialogue about the work. Scientific or academic posters include title, authors and their affiliations, and the usual elements of a paper such as an abstract (which may be printed on paper handouts rather than on the poster), introduction, methods, results, discussion and key references – but each section is very simple and concise. Non-academic posters are more varied in the components included – but having distinct parts of the poster is still very important. Good posters concentrate on a single, focused message.

One of the largest differences between poster presentations and oral presentations is the time you have to present your information, and the time that your colleagues have to ask you questions and interact with you. Oral paper sessions allow 15 minutes per speaker, which includes an introduction by the Session Chair and time for a few questions. That means a 10 to 12 minute presentation at best.

Posters enable your colleagues to take their time with the information you are presenting and ask you questions at greater length. They also attract the colleagues who are most interested in your field of research, rather than leaving you to speak to a room full of people who may not follow your work.

Many life-long friendships and professional relationships have started at poster sessions.

What are the essential principles of good posters?

Two things about posters impress poster session attendees most:

- Visual presentation of the poster, with preference given for large print within the body of the report, high-quality graphics, use of color, and a large title.
- Effectiveness with which the ideas were communicated - including brevity, clarity of writing, supportive graphs, charts, and photographs, and highlighted main points.

There are three essential principles of good posters. They are:

1. Focused – it is focused on a single message.
2. Graphic – it lets graphics and images tell the story, it uses text sparingly
3. Ordered – it keeps the sequence of the poster well-ordered and obvious

An effective poster is a visual communications tool.

Effective posters are:	Ineffective posters suffer from easy-to-fix problems:
<ul style="list-style-type: none">• A source of information• A conversation starter• An advertisement of your work• A summary of your work• NOT just a research paper stuck on a board	<ul style="list-style-type: none">• Objective and main points are hard to find• Text is too small• Graphics are non-existent or poor• Poorly organized

What are the essential components of a good poster?

Be concise with your written material. Save elaborative points for discussion/interaction with viewers. For conclusions, focus on a central finding that lends itself to informal discussion. Remember – depending on the objective of your poster, especially if it is a non-academic poster – not all of the below components may be necessary, or you may want to title these sections differently. Much of this section is adapted from the American Society of Primatologists: http://www.asp.org/education/Howto_onPosters.html#part2.

Title

Should be concise and quickly orient the audience. Remember – your title might make or break whether someone sticks around to read the poster.

Authors

List all the authors, indicating the corresponding author (probably you) with an asterisk. Provide a PHOTO of yourself – it will help people identify you later!

Abstract

There are mixed opinions on whether to include an abstract on a poster, but we recommend that you do include one as it may be the only portion of your poster that someone reads, and it may help them determine whether they are interested enough to read the rest.

An effective scientific abstract should explain why your work is important (i.e., set the context and pre-empt the question “So what?”), describe the objective(s) of your work – what you are

ADDING to current knowledge, briefly explain methods (unless the research is about methods), and succinctly state your results, conclusions, and recommendations. This is what most people want to know! Do not say "We present the results of our study and recommendations for action" - tell them what you found and recommend. Abstracts or summaries for non-scientific work are also important – the reader still needs to know why your message is important and providing larger context for the information you are sharing can be very helpful.

Introduction

What is the central message of your Introduction? For scientific posters, this section should start with your general research objectives, then provide a few lines about the context of your work, and end with a clear statement of the hypotheses or predictions that you tested, or your research question. For non-scientific work, this section might be considered as Background information that will help ground your message.

Methods

What is the central message of your Methods? Unless your material relates directly to methodology (e.g., a new way of collecting tree sap from steep hills), you should strive to keep your methods section brief. Give us the bare essentials about the subjects, study site, and protocol. Don't be so brief that we can't figure out what you did, but do give some thought to what is really relevant to the particular message conveyed by your poster. If some part of your project is peripheral, then leave it out.

Data/Results

What is the central message of your Results? What did you find? Did your research (defined in the broadest sense) come out the way you expected? Did anything surprise you? This section will probably involve little text and more graphics.

Discussion/Conclusions

What is the central message of your Discussion and Conclusions? This is a big one because it is really your take-home message. Can you describe, in 25 words or less, what is the dramatic finding that you want your audience to remember? And why should they care? This is very important, because your colleagues will want to learn not only about what you did but also about why it is significant. Be prepared to address this issue, briefly in your poster and in greater depth when talking with your colleagues.

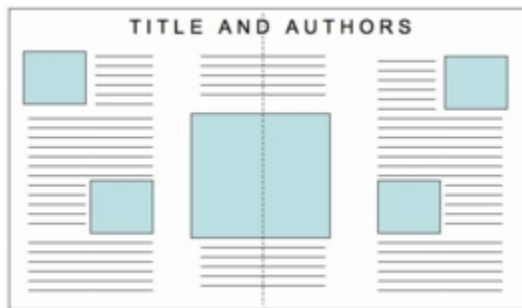
Acknowledgments and References

These are auxiliary sections that often appear in the lower left corner of a poster. "Acknowledgements" is your opportunity to thank research assistants, funding agencies, those who were especially helpful in preparing your presentation, etc. "References" allows you to list the full citations of any literature you cited in your text. If the in-text citations are long, you can use footnotes. Regarding the number of sources to cite, we recommend using just a few (perhaps a half-dozen or fewer), focusing on those papers that are seminal in your field or particularly relevant to your research.

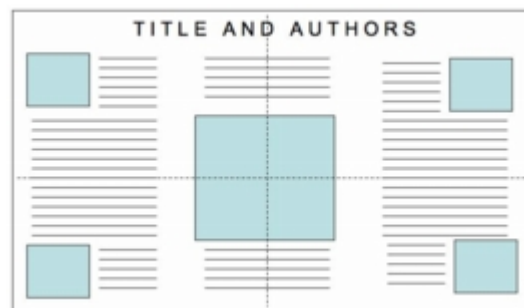
What are some good layouts for posters?



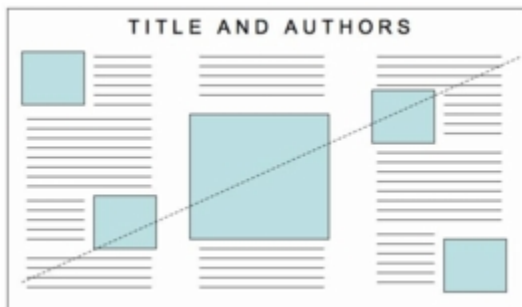
Good posters have a balance of text, images or figures, and white space. Good posters have pleasing colour combinations and are not garish or crammed to the edges with text.



Horizontal symmetry



Horizontal AND vertical symmetry



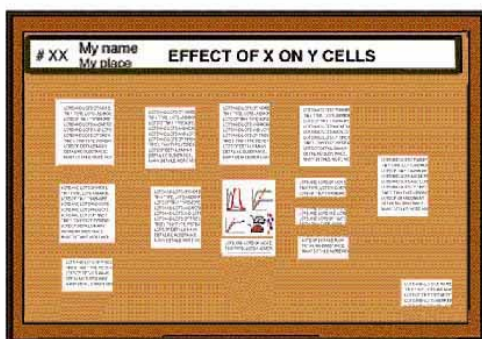
Diagonal Symmetry



Asymmetry (text heavy on left, image heavy on right)

What are some bad poster layouts?

It's easiest to show you if you click here: http://www.mededmentoring.org/poster_design.asp
Or, scroll to the bottom of this page: <http://www.bio.miami.edu/ktosney/file/PosterHome.html>
and click on the bad examples. In fact, just enter “bad poster layout” into Google and you will find loads of bad examples!



This example has a distracting background, very small text, and leaves a lot of blank space. It also doesn't use many figures or images to convey its message.

What are the poster specifications for the 12th Congress of the International Society of Ethnobiology?

Poster size - Imperial	Poster size - Metric
36" x 48"	841 mm x 1189 mm (A0)
Use landscape format with shorter length being the height (think of a TV screen)	

Poster Element	Size	Font
All type should be black on white or a pale background		
Do not use white type on black or dark backgrounds		
Title	104 pt minimum	Bold non-serif font like: Arial Black Tahoma Trebuchet Verdana
Author, Affiliation	72 pt minimum	As above
Headings	72 pt minimum	As above
Text	16 – 18 pt	Unbolded, readable font with serifs such as: Garamond Book Antiqua Bookman Old Style
Labels and Legends	14 – 16 pt	Non-serif font like: Arial Tahoma Trebuchet Verdana

(Cont'd over)

Poster Element	DO	DON'T
Images	<ul style="list-style-type: none"> • Use images that provide context for your work (e.g., a photo of the people, place, plant or animal that you work with/on) • Use high quality, high resolution images of at least 150 dpi, preferably 300 dpi • Balance use of images with blocks of text • Provide short, concise captions • Acknowledge photographer if it is not you (you can use 12 -14 pt font for this) 	<ul style="list-style-type: none"> • Do not distort your image perspective when you enlarge it – avoid this by holding down the 'shift' key when clicking and dragging the corner handle • Do not use images that have nothing to do with your work • Do not use fuzzy images! • Images from the Internet are usually NEVER high enough resolution; do not 'steal' images from the Internet without checking their copyright information
Graphs and figures	<ul style="list-style-type: none"> • Create in Excel (or similar) • Use large font size • Use readable fonts • Use a title • Use axis labels and units • Make it SIMPLE! 	<ul style="list-style-type: none"> • Use tiny font sizes • Put too much information on it • Have a complicated legend • Do not use garish colours or too many colours
Text Blocks	<ul style="list-style-type: none"> • Consider using "full justify" (like a newspaper column where words go edge to edge) • Add a pale colour background behind blocks of text if you wish 	<ul style="list-style-type: none"> • Do not use fancy fonts • Do not use fancy fonts • Did we mention, do not use fancy fonts? <p><i>Brush Script Std</i> <i>Minya Nouvelle</i> <i>French Script Std</i> <i>Papyrus</i> <i>Fresstyle Script</i></p>
Poster Background and Colour	<ul style="list-style-type: none"> • Use white paper or a neutral colour • A splash of color here and there, perhaps highlighting central finding(s) or provocative results, will make your poster "stand out" from the crowd 	<ul style="list-style-type: none"> • Do not use bright garish colours for the background • Do not use a giant image as the background

What is an appropriate way for me to “present” my poster?

You are required to be physically present with your poster from 3 pm to 6 pm on Tuesday, May 10th, 2010. This is your time to engage with the audience, to answer their questions, learn from them, and NETWORK! Bring business cards so that people can contact you later.

Tip *If you are able to print special business cards, ensure they have the title of your poster and “12th International Congress of the International Society of Ethnobiology” typed or written on them. This will help people who take one of your cards remember who you are – sometimes people “misplace” cards for a while and extract them from their briefcase days or weeks (or months!) later.*

A survey was conducted by the American Psychology Association at their 1993 meeting regarding poster sessions. They found that the “... most commonly noted distracting mannerism was involvement of the presenter in conversation unrelated to the poster.” They also found that overzealous presenters, those who were arrogant, uninviting, and not available for questions were also unpleasant.

If you do not know the answer to a question, it is fine to let them know that you are unsure and that you will find the answer and get back to them. Be sure to write down their questions and contact information and follow up with them as soon as possible.

Spending too much time talking with one person while ignoring others who wish to talk to you is also considered poor behaviour. If you make an exciting new connection, see an old friend, or just have a lot to talk to someone about, make an appointment to talk to them later in the evening or some other time during the Congress. There are two full days and three nights of the Congress AFTER the Poster Session, which is plenty of time to continue to talk with specific people. **Do not ignore your audience!**

Tip *If you are involved in conversation with someone and see that another person is waiting to talk, make eye contact with them to let them know you have seen them. If appropriate, hold up your hand or nod your head to indicate “just a few minutes.”*

Tip *If you are talking with someone who just won’t let you go, kindly but firmly tell them “I’m sorry, but I must also speak to some of the others who are here. Can we please continue this conversation later? Would you like to [have breakfast together tomorrow, meet for coffee, get a glass of wine later, etc]?”*

Perhaps the American Society of Primatology puts it best in their poster guidelines:

Finally, remember that there may be folks out there who you’d really like to impress, even if you don’t recognize them. Don’t ignore someone who is standing at your poster, no matter how much you want to ask your friends about the restaurant they went to last night. Your job for the evening is to present yourself and your work to your academic community. Greet each new-comer with a confident “Hello” and offer to answer any questions that he or she might have. Be enthusiastic about your work. Try not to get so engrossed with one visitor that you ignore the rest. And hang in there until the bitter end because you never know what might happen. It could be the last five minutes of the session, you are

tired and ready for some dinner, and you really don't feel like running through the entire shpiel again. But the nondescript-looking guy in Levis and a cowboy shirt who straggled in just as you were about to start taking down your poster might be the one to offer you the post-doc of your dreams. Don't blow it.

But don't forget to have fun, too. Attending a conference can be one of the most beneficial career moves you make in a year. Don't get so wrapped up in attending talks or reading posters that you miss meeting that professor you've always admired. Throw yourself into your own presentation, but relax and enjoy yourself once it's all over. Next year will come soon enough.

What to bring with you to the poster session

We advise you to bring:

- Copies or summaries of your poster or paper if you have one, to hand out
- Business cards
- A notebook and pen to jot down interesting ideas or new contacts if your colleagues do not have business cards
- A strong mailing tube to carry your poster in so it is not damaged

How do I make my poster and how long will it take?

Some people use graphics software, such as Adobe Illustrator to make their poster and have it professionally printed. Others use Powerpoint (you can change the size of the slide to 36" x 48" and take it to a printer as well). Others use a 3-fold cardboard display (purchased at a stationary store) and carefully glue photos, figures and blocks of text. Planning, writing and laying out your poster will take time. The earlier you begin, the better. Remember – just like a peer reviewed paper, your poster will benefit from your colleagues comments and suggestions. **And also remember – you must bring the poster with you complete - there is nowhere in Tofino or at the Congress to print your poster.**

Will my poster be a part of the Congress Proceedings?

You will be given the opportunity to provide your poster as a .pdf file that will be available on the Congress website, and/or to provide a full paper for the Congress Proceedings. You can provide these files to the Congress Organizer at anytime, but they will be due on May 31st, 2010 for inclusion in the Proceedings.

You may also find it convenient to bring a few copies of your poster or the full paper to distribute during your poster session and for the delegates at large. The number of copies you bring is up to you.

Further resources

- This website from the American Society of Primatologists provides excellent resources on how to develop your poster: http://www.asp.org/education/howto_onPosters.html.
- SC Life Publication Series: Guidelines for creating a poster for a professional meeting <http://www.clemson.edu/SCLife/HHMI%20UR/How%20to%20Create%20a%20Poster%20UR.pdf>
- North Carolina State University also has great resources here: <http://www.ncsu.edu/project/posters/NewSite/index.html>