



**Charleston Conference™**  
ISSUES IN BOOK AND SERIAL ACQUISITION

## 2019 Poster Session Guidelines for Presenters

This year, for the first time the Charleston Conference poster format will be **totally virtual**, enabling each presenter to include interactive graphics, videos, and images in their ePosters. Presenters will no longer need to buy tri-fold poster boards or carry print posters through airports.

The ePosters will be presented in two consecutive sessions lasting 40 minutes each. They will be separated by a 10-minute break to enable an orderly transition from the first session to the second.

The poster sessions will be held in the Carolina Ballroom of the Francis Marion Hotel at 387 King Street. We will be hosting the posters digitally in an ePoster format in partnership with our platform provider, Morressier. The ePosters will be presented on large flat screen monitors and Morressier will be in contact with each poster presenter via email with the instructions on how to upload your poster.

**Tip:** You may wish to provide a sign-up sheet to record the names and addresses of attendees who might want more information, reprints, etc. You will also have the option of emailing your poster to interested attendees.)

(Further information regarding the technical requirements can be found by clicking on this [link](#). And if you should have any further questions or concerns regarding the ePosters, please feel free contact Morressier via email at [support@morressier.com](mailto:support@morressier.com) or at the following link: <https://intercom.help/morressierhelp/en> )

### Things to keep in mind when you are creating your ePoster:

#### **Audience:**

Who will see your ePoster? Design and organize your content to fit your intended audience. **Remember, professional publishers, vendors as well as librarians will be viewing your ePoster.**

#### **Content:**

Think about what your research/project is really about. Be brief but include necessary details. **Focus on what you have learned and what knowledge would you like to impart to your audience in the brief time that you have their attention.** What discoveries have you found? Where they fascinating, surprising, disturbing? Did your findings confirm your hypotheses and assumptions, or run contrary to your expectations?

## Design:

Paying attention to visual design is essential for an effective ePoster. **White space and images are as important as the text and the placement and adjustments of the three should be eye catching.** However, flashiness is not the main objective. The design goal is to help your audience understand your research. Remember that using high-quality graphics, including photographs, illustrations, charts, graphs, maps, videos, etc. will make it easier for your viewers to digest by. Arrange the information in bullet points when appropriate. Put lists of statistics in tables. Highlight, bold, and/or italicize responsibly. Use color if you can.

## Other design tips:

**Keep titles brief.** Overly long titles are more difficult to remember.

**Make your fonts big** enough to read from a reasonable distance, say around four feet.

**Put your name(s) and contact information** on the poster preferably near the title

## Additional Resources:

- [\*Designing a Better Digital Poster\*](#) Design tips from the Morressier in collaboration with Dr. Zen Faulkes from [\*BetterPosters\*](#) (References Mike Morrison and his video noted below.)
- [\*To Save The Science Poster, Researchers Want To Kill It And Start Over\*](#) Is an NPR post that discusses Mike Morrison's critical but insightful take on modern day ePoster sessions. It also includes his recommended strategies for addressing typical design flaws. In addition, there is a link to a [\*20 minute video\*](#) outlining his approach.
- [\*How to make a better ePoster\*](#) is an article by Ken Masters, Trevor Gibbs and John Sandars written to assist e-poster designers and conference delegates in understanding the potential of e-posters, so that they can be designed, presented and experienced to their full potential.
- [\*Colin Purrington's Designing conference posters\*](#) is a well-regarded overall guide to designing scientific posters. Also has useful poster templates which offer ideas on layout design.
- [\*Designing Communications for a Poster Fair\*](#) is a guide intended for traditional print poster design but the ideas can be applied to ePosters. It is clear, easy to understand guide developed by Pennsylvania State University for the McNairs Scholar Program.