Assessment of the posters

Rik, Uta, Martin, Allan & Wolfgang
Purpose of the poster sessions

✓ Present yourself
✓ Get to know each other!
✓ Learn about each other’s research
✓ See the richness and diversity of expertise, knowledge and approaches
✓ Identify communalities in research
Poster evaluation

✓ Provide some constructive feedback
✓ Provide some guidance to improve your future posters
✓ Select the ‘Best’ poster (on our very subjective criteria) for the Alter-net 2008 Peyresq Poster Award
Purpose of a poster

Communicate your research results to an audience in a less formal setting

But:
✓ There is always competition to get attention
✓ There is always too little time to look at posters

Posters therefore should be:
✓ Conveying a clear message
✓ Appealing from a distance
✓ Easy to comprehend
✓ Provide the reader something to remember (i.e. a clear take home message)
✓ Give the reader a desire to contact you
the reader is just like you

✓ intelligent
✓ neither informed about, nor a priori interested in your topic
✓ easily distracted
✓ busy and pressed for time
✓ overloaded with information

Tip: Think beforehand who will be visiting the poster presentation and target them! (e.g. only ecologist or more disciplines, national or international, journalists, decision makers, etc.)
But.... Some always present a full paper!
Sometimes backgrounds seem more important
and information flow is not obvious
Some authors were easy to find! They added a picture!

But:

Use an attractive and enthusiastic picture
And not an after-9/11 “frontal face-with both ears” passport picture

Location on poster and direction of view is important.
- Picture (ideally) should look at the reader. This indicates that you show interest in her/him. Do not look away from the poster.
- In our culture (where we write from left to right), people looking right are found somewhat more attractive.
- Be aware the reader’s eyes are at the upper one third of the poster. If you put a picture at the bottom of the poster you look up to the reader (modesty). At the top, you look only a little down but this helps to show that you indeed are the expert.
Example of using picture

This author wants to grab your attention!

Get attention

Readers direct view

Address and logos

WAGENINGEN UNIVERSITY
ENVIRONMENTAL SCIENCES
And now for our own posters
Some were immediately appealing
One was very intriguing!

A very interesting poster with a lot of visual information telling the story.

- It has a great frame (cultural background)
- The palm-leave in the background strengthens the middle pie chart.
- All pictures tell a great story

Personally, I would have add a little more structure to the poster, so that the different elements stand out more, for example:

<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>The game with cards</td>
</tr>
</tbody>
</table>

|  |
| We must protect them! |
Many were very good posters

Environmental Systems Analysis

Marte

Gina

Patrick

Stephanie
All posters were informative!

- Present clear objectives and conclusions (or expected results)
- **Do not use not too much text.** A poster is not a paper. (balance text, tables, graphics and pictures)
- Use frames and clear titles/headings to add structure
- Create a logical flow to guide the reader
- Use a quiet background (keep adequate contrast!)
- Use a simple font like ARIEL, Verdana or COMIC SANS (but never ‘Times new roman’ or ‘other complex fonts’)
- Add a picture and (email) address, so that readers can find you!
- Add a handout (A4, B/W)

**Tip:** Print your poster on A4 paper. If you can easily read everything, then your text is not too small.
The final three nominations

Jan Hanspach

Sarah Goldin

Elle Rajandu
And the winner is: Jan Hanspach

A great poster with a very original layout. The textboxes are linked through the map.

The adapted emblem for the German Nature conservation immediately attracts attention (be aware, however, that here your audience is international and they may not recognize this).

Title is very appealing in both font and message!

Nice to put all logos at the bottom.

But, next time try to use a more enthusiastic photo. This is not the friendly Jan that I met in Peyresq.