

ORAL AND POSTER GUIDELINES

Oral Presentations

There is no one set style of presentation, but the following are offered as basic guidelines:

Practice your presentation often prior to the conference. This will enhance the flow as well as enable you to pace yourself and stay within the time limit. A well-planned presentation begins with an attention-catching statement that leads into the main presentation, and ends with a wrap-up summary to fix the key points in attendees' minds. As you make your presentation, keep the objectives in mind and what you want your attendees to take away from the topic. Present from a positive, rather than negative, frame of reference. Focus on "how to," "what should be," and "what happened when" as opposed to "what's wrong with this picture."

Additional guidelines include the following:

- A general guideline is to have one slide per 1 to 1.5 minutes of the presentation.
- Stick to one topic per slide, but use multiple slides per topic if necessary.
- Include contact information at the end of your presentation.
- Use your slides as a guide, but don't rely on these to run the presentation. Show enthusiasm and engage the audience.
- Be professional, but stay at ease and remember you are among peers. Speak and move naturally, according to your own personality style.
- Be sure everyone can hear and understand you. You may need to repeat questions before answering them at the end to ensure everyone has heard them clearly.
- Use font size of 34 to 36 for slide titles.
- Use a font size of at least 20 for slide content.
- Font size should be large enough to read.
- Don't use a complicated font.
- Use the same font for each slide. It's distracting using a variety of fonts.
- Use a standard font such as Times New Roman or Arial.
- Avoid excessive movements or noise. Watch for distracting mannerisms: toying with a pen or manipulating a button on a jacket; frequently clearing the throat or interjecting "uh" between phrases.

Poster Presentation

ISES will provide a poster board, and push pins. The author should prepare all materials in advance and be present at the poster during both designated viewing times on the assigned day. The poster board will be 4 feet tall by 8 feet wide with a cork background and mounted on stands.

- The poster must be oriented in the "landscape" position (long dimension is horizontal).
- A banner displaying your poster title, name, and department (or class, if appropriate) should be positioned at top-center of the board.
- Make it obvious to the viewer how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individuals panels, or connecting them with arrows is a standard "guidance system."
- Leave some open space in the design. An open layout is less tiring to the eye and mind.
- The poster should clearly articulate the problem addressed by the research and summarize the important conclusions.
- Text should be readable from five feet away. Use a minimum font size of 18 points. Reasonable font sizes might range from 24 point to 36 point.
- Lettering for the title should be large (at least 70-point font). Use all capital letters for the title.
- Present numerical data in the form of graphs, rather than tables (graphs make trends in the data much more evident). If data must be presented in table-form, KEEP IT SIMPLE.
- Visuals should be simple and bold. Leave out or remove any unnecessary details.
- Make sure that any visual can "stand alone" (i.e., graph axes are properly labeled, maps have north arrows and distance scales, symbols are explained, etc.).
- Use color to enhance comprehension, not to decorate the poster. Neatly coloring black-line illustrations with color pencils is entirely acceptable.
- Make sure that the text and the visuals are integrated. Figures should be numbered.
- Keep the text brief. Blocks of text should not exceed three paragraphs (viewers won't bother to read more than that). Use text to (a) introduce the study (what hypothesis was tested or what problem was investigated?), (b) explain visuals and direct viewers' attention to significant data trends and relationships portrayed in the visuals, and (c) state and explain the interpretations that follow from the data. In many cases, conclusions can be summarized in a bullet-point list.