ECA Poster Guidelines

Your Research Poster Should...

Stand out! There will be others around you, how will yours be remembered?

Grab attention! Use a mix of text, images, and formatting to bring your poster to life.

Clearly explain your research in a simple and straightforward way.

Poster Musts



Include the paper title at the TOP of the poster. It must be the same title used when submitting the paper.



Include the author(s) name(s) and affiliation(s).



Include the main findings of your paper in an organized and easy-to-read format.



Use a digital program to create your poster. No handwritten text or freehand drawings.

Poster Recommendations



Use Sections - Introduction, Objectives, Method, Results, Conclusion



Stick to the key points of your research.



Create and "Elevator Pitch" - a 30-60 second intro to your post to draw in listeners and grab attention.



Layout should read from top to bottom and left to right.

Poster Recommendations



Consider handouts that include a concise overview of your paper.



Make sure your title is big enough to see from 4-6 feet away.

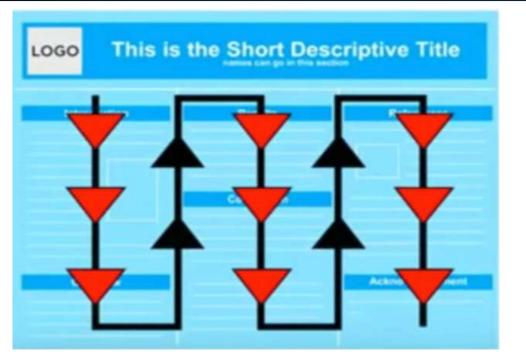


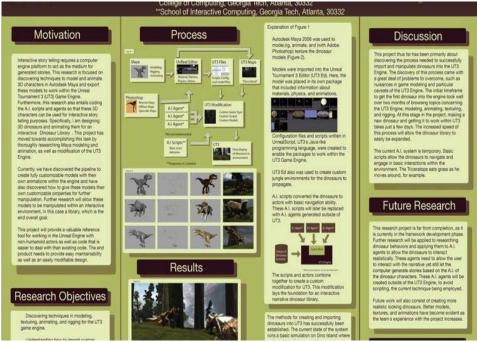
Titles and subtitles should be **bold** for easier reading.



Use quality graphics to make your poster visually interesting.

Poster Flow





Design it in a way that is easy to follow, clearly label each section

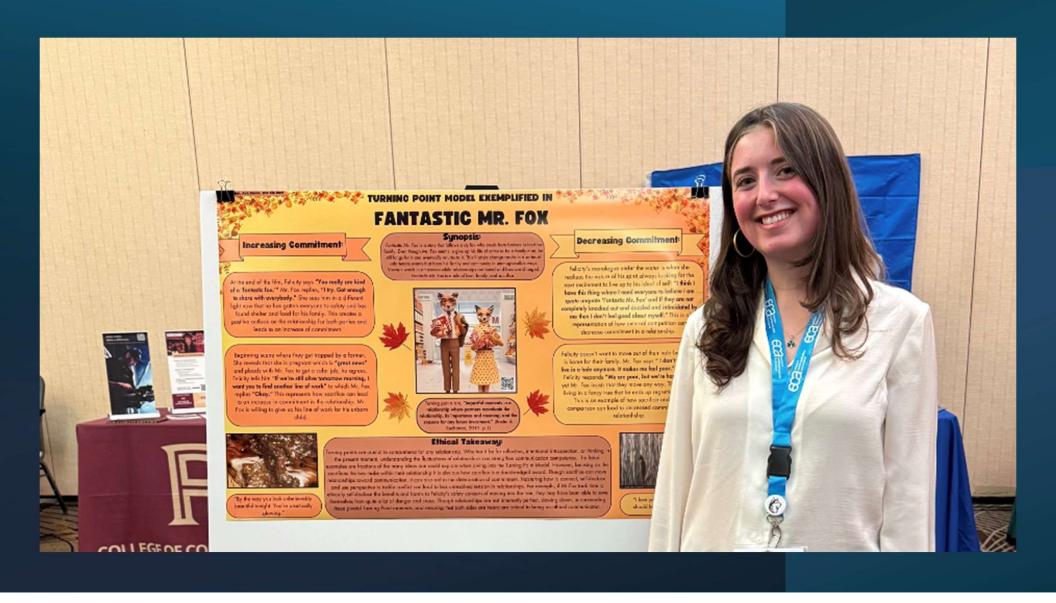
Your Target Audience

Will your poster be appealing to the reviewer?

Put yourself in their shoes, look at your poster from their point of view









Poster Session Specifics



You will set up your poster in a large conference room with up to 15-20 other posters, and attendees are free to come in and view the posters, speak with the presenters.



Some of the attendees will be judges, and the best posters will be given a top poster prize.



You should develop a 2-3 minute explanation of your project



There will be easels or boards to hang your poster, it can be in rolled paper format or flat board

Poster Session Musts



Arrive 15-20 minutes early with your poster ready to go and handouts (if any).



Dress professionally.



Stay at your poster for the entire session.



Take your poster and all materials with you when you leave.

Interacting with Poster Session Attendees

Explain

Explain key points of your research, don't simply read from your poster. Feel free to talk about your motivation for doing this project!

Engage

Engage viewers in conversation, with the understanding that they may need to view the other posters.

Connect

Make eye contact, answer questions, and find out what institution your audience represents!

Interact

Use your poster as a guide and walk the viewer through each main section. Consider a handout to accompany the poster with your contact info!

Still have unanswered questions?

For more information, reach out to your USC Planners or Graduate Poster Director. Contact information can be found on the Student Participation Page on the ECA Convention Site.