Posters and Presentations:

Where Do I Begin?

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Learning Objectives

Upon completion of this presentation, learners will be able to:
- Identify appropriate topics for posters and presentations
- Describe the differing requirements for posters and presentations
- Navigate resources for creating posters and presentations

Why Consider Doing a Poster or Presentation?

- Share unique knowledge with peers in your field

- Help others to develop their skill set

- Highlight a project or process that could be valuable to others individuals or institutions

Topics: Posters vs. Presentations

▸ Process
▸ Project
▸ Unique knowledge; choose a topic that others can learn from
▸ Typically informative in nature (share something you do or have done)

▸ Technical skill performance
▸ Soft skill development
▸ Details of a specific knowledge niche
▸ Typically instructional in nature (show or tell someone how to perform or develop a skill set)
▸ Discussion topics (roundtable)

Posters	Presentations

How Do I Identify a Topic?

▸ Will likely be related to something that you are already working on
  ◦ Project that you have been an *integral* part of
  ◦ Teaching others about an area of your expertise (an area in which you have extensive knowledge and can provide detailed information)

Examples

▸ "Restoring Damaged and Faded Slides Provides Clinical and Educational Utility" – Informational/Process & procedure

▸ "Orientation of Gastrointestinal Biopsies: A Closer Look at the Technique of Embedding on a Perpendicular Plane" – Technical skill/Institution-specific procedure

▸ "Optimizing the Use of Ergonomic Tools in the Histology Laboratory Setting" – Research/Project implementation & review

Poster Components

- Authors
- Abstract
- Body consists of multiple optional parts that you can tailor to meet your needs:
  ◦ Background
  ◦ Methods
  ◦ Discussion
  ◦ Results
  ◦ Conclusion
  ◦ References
  ◦ Data, charts and/or images
  ◦ Unique sections

Poster Authors

- Creator of poster: 1st author
- Any other personal that was a significant part of the project, information gathering or poster creation
- Laboratory Medical Director or Instructors may need to be included
- ALL authors should provide approval for the final poster

Poster Abstract:

- Required to submit your poster or presentation for approval (aka "your application")
- Check requirements for your abstract carefully
  ◦ Format
  ◦ Number of words (min and max)
  ◦ Due dates
- The abstract should be a comprehensive, but succinct summary of your project/process

Poster Body

- Background
  - Describes the foundation for what you are sharing, highlights previous research or innovations in the area
- Methods/Materials
  - For a project poster describes how you created and implemented your project, what special considerations or materials you used or can outline your process flow
- Data
  - Includes summaries, charts, images, etc. that help to summarize your information
- Images
  - When appropriate, give visual display of things you are describing
  - Can make your poster more aesthetically appealing

Poster Body

- Results
  - Describes what you learned or proved through gathering of data. This can be valuable even if things didn't turn out as planned
- Discussion/Conclusion
  - Reflection on what was learned or a summary of the additional information/data presented in the poster
- References
  - Credit of all sources used for background knowledge or as support for your project
- Unique sections
  - Titled as appropriate for your topic; can help to disseminate the sections

Other Poster Considerations

- Visual appeal
  - Balance between words, data-driven graphs/tables and images
    - Too many words is overwhelming
    - Too many images may detract from the complexity of what you are trying to share
    - Balance can vary based on poster topic
- Copyrighted images/content
  - Images should be self-created/captured
  - All source material should be properly credited

Other Poster Considerations

▸ Image Quality and Labeling
  ◦ Try not to over-enlarge images with fine detail
  ◦ Size images similarly
  ◦ Caption all images and cite them in your poster text as needed

▸ Discussion
  ◦ You will be responsible for being present at your poster to engage onlookers, explain your poster and to answer questions

Institutional Requirements

Consider the requirements of your employer or affiliated organization
▸ Do they require the use of branded material?
▸ Who needs to vet your poster?
▸ What information is okay to share?

Printing Your Poster

▸ Determine how you should have your poster printed
  ◦ Organizational resource?
  ◦ Third party printing?
▸ Get proofs when available
  ◦ Review proofs carefully for changes/typos
  ◦ Text & alignment may print exactly as it is submitted (including MS error underlines)
  ◦ Utilize a second (or third and fourth) pair of eyes for edits
  ◦ If changes are made, request another proof and repeat the process

Printing Your Poster

▸ After proof is approved, request final print

▸ Common options to choose from:
  ◦ Paper (matte and shiny)
  ◦ Cloth
  ◦ Velco
  ◦ Pins
  ◦ Carrier (cardboard tube or cloth case)

Types of Presentations

▸ Lecture workshops/presentations
  ◦ Typically PowerPoint based
  ◦ Can include other elements such as audience-response, activities, etc.
▸ "Wet" Workshops
  ◦ Hands-on workshop that allows participants to practice a skill
  ◦ Can include lecture-based portions as well
▸ Round tabe
  ◦ Typically lecture based with facilitation of participant sharing/discussion

Examples

▸ "Beyond the Bench: Promotional Opportunities for Histology Technicians/Technologists" – Lecture based; knowledge sharing

▸ "Solving the Puzzle: Orientation Techniques in Gross Dissection" – wet workshop with lecture components; technical skill development

▸ "Workplace Culture: A Roundtable Discussion" – Lecture based roundtable facilitation; knowledge sharing between workshop facilitator and participants

Presentation Abstract

- Follows the same rules as Poster Abstracts

- For presentations, the abstract should be a succinct (and usually catchier) summary of what a participant should expect to learn

- Due dates are often earlier for presentation abstracts and objectives than for posters (if for the same conference)

Presentation Objectives:

- All presentations/workshops require the outline of learning objectives (typically three, but more may be acceptable)
- Objectives must include:
  ◦ Behavior: What the learner will be able to do after taking the course
  ◦ Use specific verbs: *clarify, describe, build, perform, plan*
    • *Ex: The learner will be able to describe the six essential components of a gross description*
  ◦ Avoid non-specific verbs: *understand, appreciate, learn, become familiar with*
    • *Example: The learner will become familiar with different grossing techniques*
- *Objectives may include conditions under which the behavior will be performed (using a standard template...) or criteria (how well, how many, how much...)*

Developing a Presentation

- Outline the flow and essential components
- Ensure your stated objectives are met
- Engage the audience
- Be mindful of format
  ◦ Don't write your "script" on your slides
  ◦ If learners will be viewing the presentation without the lecture accompaniment, more detailed verbiage may be appropriate

Developing a Presentation

- Length of presentation
  - Consider time allotted/Q&A time

- Design considerations
  - Simple PowerPoint templates
  - Image size and compression

- Same requirements for crediting resources
- Same requirements for image use/quality

Preparing for a Presentation

- PRACTICE!!!
  - Important to ensure proper timing
  - Reduces nervousness
  - Helps ensure that you remember your "script"

- For hands-on workshops, ensure that all materials are prepared (handouts, tools, etc.)

- Relax and try to have fun; this helps participants to enjoy the presentation as well!

Institution Requirements

- Similar to poster requirements
  - Is organizational branding required?
  - Does the presentation need to be reviewed?
  - What information is okay to share?
  - Will the presentation be shared outside of your workshop? What format will it be shared in? (Intellectual property considerations)

Other Presentation Considerations

- Authors vs. presenters
  - Presenters on title page and promotional material
  - Credit other contributors on an Acknowledgements or Resources slide at the end of your presentation

- Provide your contact information
  - Some participants are shy about asking questions or may not think of one until later
  - Those viewing a pre-recorded presentation will appreciate the opportunity to reach out to you

Resources

- Media Services:
  - http://intranet.mayo.edu/charlie/media-support-services/
- The Mayo Clinic Brand:
  - http://mayoweb.mayo.edu/brand-standards/layout-guides-powerpoint.html
- Fitch, HTL(ASCP), MPH, Rebecca. "Workplace Culture: A Roundtable Discussion". 2016. Presentation.
- Johnsrud, HTL(ASCP), Angela. "Solving the Puzzle: Orientation Techniques in Gross Dissection". 2016. Presentation
- Johnsrud, HTL(ASCP), Angela. Reed, PA(ASCP), Erica. "Beyond the Bench: Promotional Opportunities for Histology Technicians/Technologists". 2016. Presentation
- Maxwell, Megan, HT(ASCP), Joaquin Garcia, MD, Roger Moreira, MD, and Thomas Smyrk, MD. *Orientation of Gastrointestinal Biopsies: A Closer Look at the Technique of Embedding On A Perpendicular Plane*. 2015. Poster. NSH Annual Symposium, Washington D.C.
- Druffel, Elizabeth, HTL(ASCP), Bobbi Pritt, MD, and Joaquin Garcia, MD. *Restoring Damaged and Faded Slides Provides Clinical and Educational Utility*. 2016. Poster. NSH Annual Symposium, Long Beach, CA.
- Whitfield, Elizabeth, HTL(ASCP), Angela Johnsrud, HTL(ASCP), and Joaquin Garcia, MD. *Optimizing the Use of Ergonomic Tools in the Histology Laboratory Setting*. 2015. Poster. NSH Annual Symposium, Washington D.C.

Questions & Discussion