



General Information for Poster Presenters

- Poster Presenters write a paper for the SESUG Proceedings in the same way as do Presenters in other Sections of the Conference. The difference is that, in the Posters Section, the product delivered at the Conference is a Poster with the author available for discussion at a designated time, rather than a prepared presentation.
- To submit an abstract to present a Poster, go to the Call for Paper site. All poster deadlines for proceedings paper are the same as for other sections. The submission to the Proceedings must be a paper, not the eventual Poster display.
- Use the Paper and Poster Presentation Guide to help you structure your paper and create a professional final product.
- The Paper and Poster Presentation Guide also includes a diagram of the space available for your final poster.

Schedule and the Obligations of the Poster Presenter

- The Poster Presenter is expected to put up his/her Poster on the board designated by the Section Chairs. The title will be provided at the top of the board.
- The poster boards are erected on Sunday afternoon, time TBD.
- Poster presenters should also attend the Presenters meeting on Sunday afternoon. Any last minute information will be shared at this time.
- At a designated time during the conference, you will be expected to stand by your Poster for about an hour, so that attendees can discuss it with you. The poster section chairs will let you know when this will be well in advance of the conference.
- Disassembly of the Posters begins about 10:00 am on Tuesday and should be complete by noon Tuesday.
- Use of A/V equipment is rare in the section, but some Presenters come with laptop setups, which are used to further demonstrate the technique or application depicted on the poster, when the Presenter is present. To aid such one-on-one dialogs with attendees, a small table and a couple of chairs can be useful. These, along with electrical connections, can be provided by SESUG for you, but such requirements must be made known to the A/V Coordinator via the abstract submission form before the conference.

Creating a Good Poster

For most people, creating an attractive, informative Poster requires a lot of work and some

considerable planning. There are no set rules, but there are some elements that make a good Poster -- and there are some things that some people do that are destructive to that objective. Here are a few helpful thoughts:

- **THEME AND COHESION:** The Poster should tell some kind of story and the thread of it should be one easily followed without explanation. There should be a flow of some kind, not simply a running series of paragraphs or blocks of descriptive material.
- **DO NOT MOUNT YOUR PAPER AS THE POSTER:** Your Paper is designed to be read. It is not the Poster. The Poster is an artistic and graphical rendering, even though text is a key part. The two represent two different ways to present a topic.
- **FORMATS:** Most of the text on our poster should be readable from an 8 foot distance. One mistake made by many Poster Presenters is the use of too small a font or too pale a font. Viewers should not have to lean close and squint to see things. Make sure also that your fonts are deep colored enough -- and making fonts bold helps. If you cannot read your Poster, neither can your audience.
- **COLOR:** It does help to use colors. Color should be used to enhance graphics and tell your story. Dark background colors can detract from a Poster's appeal. Several otherwise potentially interesting Posters have had their impact compromised by burying text on a deep colored or busy background. Finally, keep in mind the color of the poster board itself, which is royal blue.
- **VISUAL GIMMICKS:** These can help by attracting attention, depending on what you are doing. Just don't bury the substance your poster is trying to convey. The common sense rule is simply to use common sense.
- **LEARN FROM THE EXPERTS:** We recommend that you read the following excellent reference:
- **FORMAT:** Your poster can be a single large roll, comprised of many pieces, or anything in between. It is up to you how to use the space to successfully tell your story.

Some good recommendations can be found at:

[Effective Poster Presentations for SAS User Group Conferences: Recommendations and Techniques](#), by Helen-Jean Talbott, Commercial Credit Corporation.