INFORMATION FOR POSTER PRESENTERS

Below you will find information regarding your symposium.

- If you would like a photo of your poster to be included in the SWCS Abstract Book, please submit a jpeg to events@swcs.org by June 24, 2020.

- **NEW THIS YEAR!** The SWCS Iowa Chapter will be sponsoring a student poster contest by offering four awards in the amount of $100 each. Additional information will be sent at a later date to those who opted into participating.
  - **Most Creative:** engaging to audience and non-traditional in appearance
  - **Most Effective:** memorable, effectively gets the point of the project/research/idea across, uses good formatting and communication elements, and gives audience a task or motivation to take a specific action
  - People’s Choice–Student
  - People’s Choice–Non-Student

- Here are some pointers on drawing attention to your poster:
  - Don’t overload posters with text
  - Consider using bullet points instead of full sentences
  - Have an engaging title that draws the audience in
  - Pity the audience: will they know all the acronyms or buzzwords in your field (probably not)
  - Find innovative ways to share your information beyond words (photos, cartoons, infographic)
  - Check out this video from the #BetterPoster movement: https://www.youtube.com/watch?v=1RwJbhkCA58
  - Take advantage of these open source data visualization tools: https://www.webfx.com/blog/web-design/free-data-visualization-tools/
  - Make sure the audience can easily locate and understand the take-home message
  - Tell a story – be inspired by these scientist’s stories: https://www.newvoicesnasem.org/stories