Delivering Your Research
When presenting your poster, you’re telling the story of your research.

• Develop & cement your explanation

• Navigate your poster

• Engage your audience

• Practice

Photo: Ariel Jones/B. Carmichael, 2013
Developing your research story

Tell the story
- There once was ... Introduction and Question
- Then this happened ... Results
- Happily ever after ... Discussion and Conclusion
Developing your research story

Tell the story

There once was ... Introduction and Question
Then this happened ... Results
Happily ever after ... Discussion and Conclusion

Main idea
Explanation
Bridge
Explain your study to various audiences.

- Elevator talks
  - Expert
  - Scientist
  - General public

- Trigger questions
  - Assess understanding

- Adjust your talk accordingly
Develop your elevator talk as you did your poster.

• Start with the question
• Follow logical order
• Be animated, enthusiastic

*Elevator Talk Example*

Sport and Exercise Sciences – 3rd year dissertation poster presentations YouTube: University of Birmingham
Use your poster to help your audience understand your research.

• Assists your 3-minute talk
• Direct the reader
• Highlight important information

Josh Denison’s Poster Presentation at 2013 Ohio College Summer Science Symposium YouTube: REUOWU channel
Consider using analogies/visuals to explain complex ideas, methods, etc.

The 5 Most Important Molecules in Your Body

Photo: Glynn O’Neal/B. Carmichael 2014
Common mistakes when developing your research story.

- Misjudging the audience
- Too much jargon
- Lots of details, no main point
You are part of the presentation.

- Eye contact
- Distracting mannerisms
- Pronunciation
- Emphasis, pauses, tone, tempo

Sources: Flickr, dieselbug2007; Boz Bowles, 2012
Non-Verbal Communication

Defensive stance

Closed body & Closed attitude

Open body & Open attitude

Body Language Example

Rebecca Robinson & Amit Roy’s Poster Presentation at 2010 Ohio Five Symposium YouTube: REUOWU channel
Practice answering questions for a rich discussion during your poster presentation.

- Be welcoming
- Listen closely to questions
- Acknowledge if you do not know
The day of the presentation...

- Be professional
- Ask questions
  - Clarifying
  - Check-ins
- Bring supporting materials
- Answer questions

Photo: Ariel Jones/B. Carmichael, 2013
Audience activity

• Partner with someone in a different row

• Explain your research questions and their significance to your neighbor in 3 minutes

• **Partners**- look for:
  
  • Clear explanation
  
  • Enthusiasm
  
  • Good eye contact

• Switch roles and repeat exercise
Summer SURP 2017 Workshops [bit.ly/posterworkshops]

- Delivering Poster Pitch:
  - July 26, 9:00 – 10:30 AM & 10:30 AM - noon

- Held in 151 Coates Hall

- Tweet questions - @cxcsci

- Share progress on Instagram - @lsucxcscience #CxCposter
Useful Resources

• Studio 151, Coates Hall
  • www.cxc.lsu.edu
  • Becky Carmichael, bcarmi1@lsu.edu
  • Paige Jarreau, pbrow11@lsu.edu

• Follow us!
  • Twitter @cxcsci
  • Instagram @lsucxcscience

• Design of Scientific Posters
  • Colin Purrington (www.colinpurrington.com/tips/academic/posterdesign)
  • Better Posters: a blog by Zen Flaukes (http://betterposters.blogspot.com/)

We can print small DRAFT posters