

Strategic Doing Practitioner Conference 2018 Poster Presenter Guidelines

An exciting new addition to the Strategic Doing Practitioner Conference is an opportunity for you to showcase your work through a poster presentation!

A poster presentation consists of a visual display of your Strategic Doing workshop or ecosystem transformation project. This is an informational poster to inform your SD colleagues about your work, including: (a) what you did, (b) what results were achieved, and (c) what is upcoming. The content of an effective poster presentation should be informative, inspirational, and concise.

Poster Presenter Guidelines

Poster Boards Location: Marriott Conference Center, Florence, AL

- Thursday, May 10 8:30 am – 6:00 pm
- Friday, May 11 7:30 am – 1:00pm

Poster Set-up / Tear-down:

- Posters will be set up by 8:30 the morning of Thursday, May 10 and are to remain on display throughout the entirety of the conference.
- You will be directed where to display your poster.

Presentation Period

- Poster presenters are asked to stand by their poster and be prepared to answer questions from attendees in a one- on-one format on Thursday, May 10 at 4:00 pm- 6:00 pm. They will **not** need to give a formal presentation.
- Your poster should be displayed for the duration of the conference.

Poster size and type

- Design the poster in PowerPoint and size to print no larger than 48" wide x 36" high. Presenters must print their own posters. Please feel free to use the attached template.
- Email a copy of your poster file to Jfadden@una.edu
- Pushpins will be provided to mount your poster. Do not mount your materials on thick poster board, as it may be too heavy for pushpins. Do not write or draw on the fiberboard or use adhesive putty.

Design, Materials and Production

- A poster is basically a visual expression of your SD work. Posters can have eye-catching- yet simple-drawings, diagrams, graphs and/or photographs with clean and attractive layouts.
- Please use legible fonts and sizes (recommended size is 24 for regular text and larger for titles and subheadings). Add pictures from your project, timelines, and measurements to show the full impact of your work.

Poster content

- It is recommended that you follow case study headers so that people can understand your poster when you are not present. You are the best one to choose what fits and what doesn't from the list, and balance that with the size of the poster and the addition of pictures, diagrams or charts.

Case study presentations can subscribe to the following headers:

- Title. A thoughtful title that captures the essence of the case study.
- Team. Who were the members of your project? Let us know who made this possible.
- Summary: A few sentences summing up the SD project (what, why, when, where, how, and who). This summary introduces the project, questions, hypothesis, and highlights of the important findings.
- Background. Describes what you did, and why it was of interest—opens the door to the case study and tries to get the listener interested.
- Framing Question: Presents the question that is the basis of your project, describes the question(s) that led to development of the framing question, and explains why the framing question was framed as it was.
- Methodology. Describes how you used the Strategic Doing process including why it is appropriate to this project, provides details of how, what, when, where, and who.
- Results (or Data). Presents the data that were collected (so the reader can make a judgment about your work based on same information you used); the data should be organized and processed to some extent for clarity but should not be just a summary.
- Analysis. An explanation of what the information you collected means in the context of the framing question and methods. The results (above) are just “facts;” the analysis is your interpretation of what the facts mean.
- Future Direction. A summary slide about what the case study found and what you have learned. Was the framing question answered? What are the next steps in this project?

Resources

- There are many excellent sites that make this poster presentation easier including:
 - <https://guides.nyu.edu/posters>
 - <https://writing.colostate.edu/guides/guide.cfm>
 - <https://projects.ncsu.edu/project/posters/CreatePosterSoftware.html>
 - <https://www.americannursetoday.com/how-to-create-an-effective-poster-presentation/>