

RHRC CONSORTIUM MONITORING AND EVALUATION TOOLKIT

POSTER PRESENTATION GUIDELINES

What is a Poster Presentation?

Many meetings and conferences provide an opportunity for participants to share the results of their field projects through visual presentations. Other participants can then look at the visual display and learn about your project. Usually, someone from your project will be present to discuss the viewers' comments and questions.

Layout, Format and Materials

The meeting or conference organizers usually provide an easel, a wooden bulletin board, masking tape and push pins for each poster presentation. They will also tell you how much space you are allowed. A common poster presentation area is 120 cm wide x 90 cm high (4 x 3 feet).

Tips for Creating Your Poster

There is no "correct format" for a poster display, but we recommend graphic representation of data and limited text. Creative use of pictures, graphs, text blocks, color and headlines can attract others to your poster, prompt conversation and enhance communication of your message. Avoid making your poster too "text heavy." Focus on the highlights of your display. If it can be communicated with numbers, graphs or other visuals, do so.

Some features of presentations that are particularly eye-catching include:

1. photographs of the project in action
2. a map of the project location
3. a newspaper clipping or quote relevant to the project
4. samples from any tangible product from the project, such as pamphlets, some drawings done by participants, or pages from a training manual
5. quotes from project participants, implementers and beneficiaries, stating something about what is valuable to them about the project
6. a fabric or other attractive cover for the wooden bulletin board

You might also consider having a project summary, with your contact information to give to interested viewers

Make sure that any text is printed in large letters so that it is easy to see from 1-2 meters away. Use 18-24 point font for poster text and 72-point font for the title text.

We have included a sample of an effective poster presentation layout. Good luck preparing your posters!

Sample poster presentation layout

