



# Preparing a poster presentation

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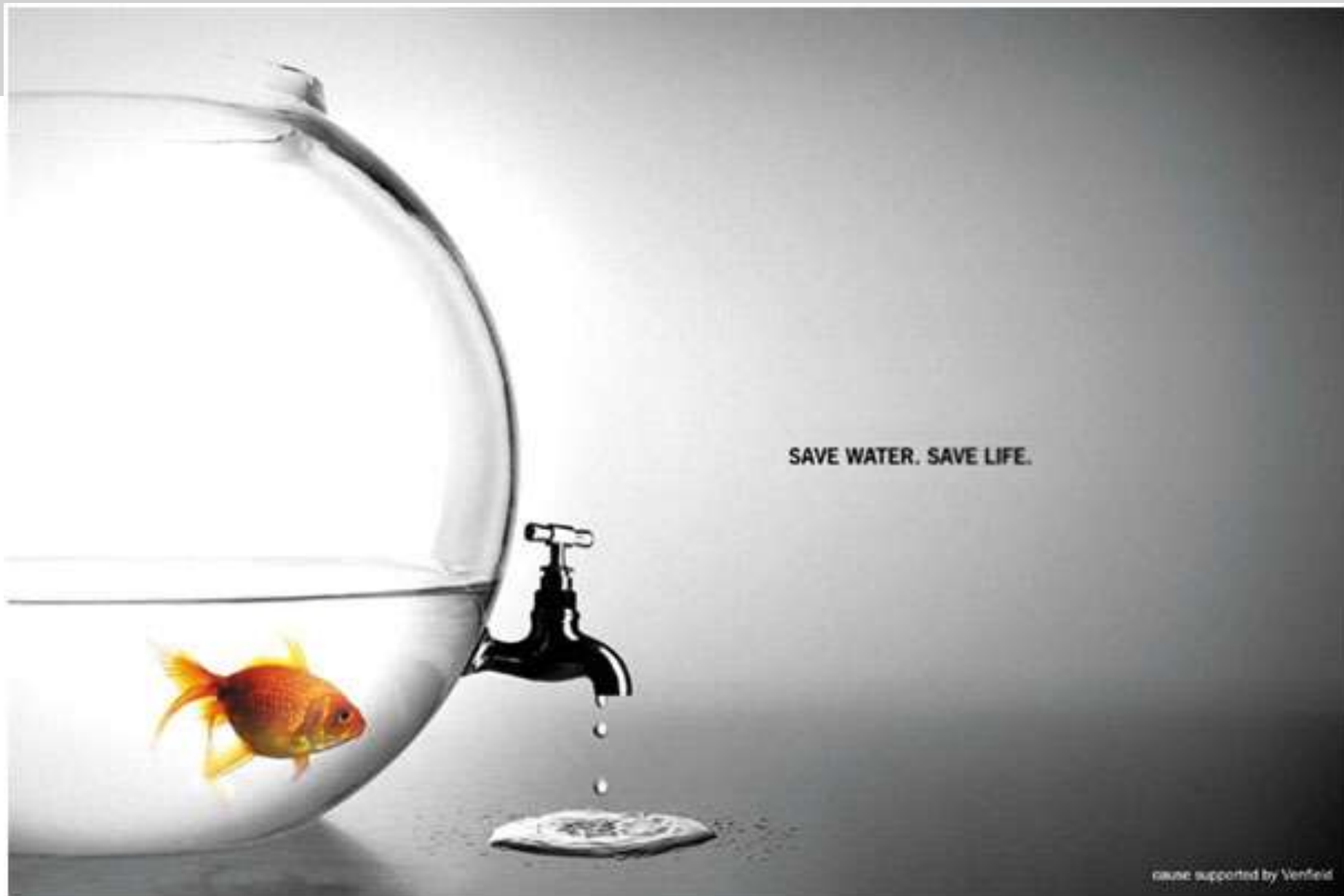
# How would you prepare the worst possible poster?

- Too much information.
- Badly designed.
- No obvious flow of ideas.
- Small font.
- Confusing diagrams.
- No clear conclusions.
- Unpleasant colours.

# DON'T DRINK AND DRIVE



## OR YOUR NEXT RIDE MIGHT BE IN THE BACK OF AN AMBULANCE



SAVE WATER. SAVE LIFE.

cause supported by Venfield

**PROTEGEZ-VOUS  
CONTRE**

**LA MALARIA**

**LAISSEZ**

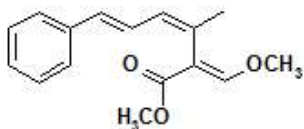
**CE DDT**

**SUR VOS MURS**

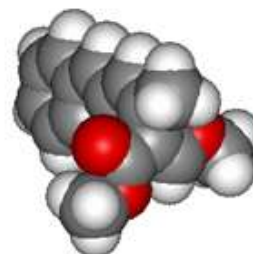




# Azoxystrobin - Discovery



**Strobilurin A**  
natural product



Strobilurin A active against fungi on agar, but not active in the glasshouse – photochemical instability.

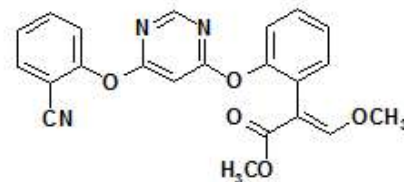
The part-structure which is key for activity is different from that which leads to instability.

Optimising several properties...

... spectrum, potency, systemicity, crop safety.

1400 new compounds synthesised.

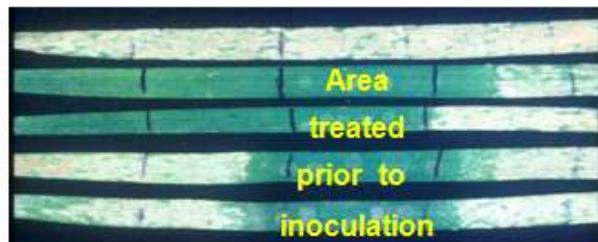
More than 70 patent applications filed.



**Azoxystrobin**  
synthetic chemical

Systemicity is an important biological property.

It is related to predictable physical properties.



Untreated  
Picoxystrobin  
**Azoxystrobin**  
Trifloxystrobin  
Kresoxim-methyl

## Poster sessions – the usual situation...

- Accompanied by drinks reception.
- Crowded room.
- At the end of a busy day of lectures.
- Tiring walking round, and prefer to be sitting down talking/resting.
- **But they can be very good if the author is there to tell you the story.**

# Think of your audience!

- What is the level of their scientific skills?
- What is your one key take-home message?
- Need to tell an interesting story.
  - But be prepared to listen too.
- As simple as possible.
- A picture is worth a thousand words.
  - Chemical structures, graphs, photos...



# Components of a poster

- Title, author(s), affiliation.
  - Brief introduction.
  - Methods.
  - Results.
  - Conclusions.
  - Future work.
  - Acknowledgements.
- 
- Needs to work on its own, without your explanation.

# Get the practical details right

- Size.
- Format – portrait or landscape?
- One big sheet or smaller ones to assemble?
- Everything readable from at least 2 metres.

# Preparing the poster

- Sketch out a design for the poster.
- Flow of ideas.
- Use headers to direct the reader through.
- Boxes and columns.
- Use bullet points and short phrases.
- Edit ruthlessly.
  - The poster is transient – not a paper.
- Prepare early and look at it with fresh eyes.
- Seek critical comments from trusted colleagues.

# Presenting the poster

- Stand by your poster.
- Wear a name badge.
- Look out for interested people.
- Be prepared to present your poster to those who show interest.

# Presenting a poster is a great opportunity for you!

- A showcase for your work.
- Meet other scientists with similar interests.
- Discover gaps in your work.
- Test your hypotheses with other scientists.
- Listen to ideas – they may be useful!
- **Take advantage of the opportunity.**
- *Lots more ideas about posters on the internet.*