Cincinnati 2022

21st Annual EHDI Conference

March 13–15, 2022
Duke Energy Convention Center
ehdiconference.org

EHDI
2022 ANNUAL CONFERENCE

Dear Early Hearing Detection and Intervention (EHDI) Conference Presenter

On behalf of the American Academy of Pediatrics (AAP), the Health Resources and Services Administration (HRSA) and the National Center for Hearing Assessment and Management (NCHAM), we thank you for your willingness to make a presentation or present a poster at the 2022 EHDI Annual Conference to be held March 13- March 15, 2022 at the Duke Energy Convention Center, Cincinnati, Ohio.

Enclosed you will find instructions for submitting the Online Presenter Release Form, as well as some tips for preparing your presentation or poster. Should you have questions regarding this packet, please contact **ehdiconference@usu.edu** or call 435-797-0424 or 435-797-0462.

Thank you again! We look forward to a very successful conference!

The 2022 Presenters Packet contains important information including:

ACTIVITY	DEADLINE
Complete the rest of the required Presenter information at **https://conference.usu.edu/system/login.cfm?eid=3353554** with the following information: • **CONFIRM your presentation date and time.** Click on "Speaker confirmation: I accept" to confirm that you are able to present at this year's Conference. • Submit ASL REQUIREMENTS • Verify bio, abstract details, CEU info, and complete the AAA and ASHA Disclosure forms. ALL presenters and co-presenters MUST complete the disclosure forms. • If needed, make any changes to the presenter information. • Please note: All information submitted by the primary presenter (with the exception of the disclosure forms) will be on behalf of their co-presenter(s).	December 6, 2021
Check the accuracy of presenter info and abstract details. Changes after this date will not be reflected in the EHDI Annual Conference program book.	December 15, 2021
Register for the Conference https://ehdiconference.org/Reg.cfm	February 1, 2022
Make Hotel & Travel Arrangements https://ehdiconference.org/Hotel.cfm	February 1, 2022
Upload Presentation and Handouts to Website https://conference.usu.edu/system/login.cfm?eid=3353554	March 1, 2022
Attend the Conference!	March 13- March 15, 2022

Online Presenter Release Form Instructions

As a presenter you agreed to the following on behalf of yourself and co-presenter/s when you submitted your abstract/s.

- You agreed that your Presenter Biography may be edited by EHDI Annual Conference staff to correct misspellings and/or edit to meet the 150 word maximum.
- You agreed that your Presenter Biography will be posted online and that this information can be viewed and downloaded by the public free of charge.
- You agreed that you will register for the EHDI Annual Conference and agree to pay the registration fee in order to present at the 2021 EHDI Annual Conference.
- You agreed that the EHDI Annual Conference staff may post a PDF version of any slides you use during your presentation on the EHDI Annual Conference website and that this information can be viewed and downloaded by the public free of charge.
- You agreed to waive all rights of privacy and compensation in connection with the production and reproduction of any slides and/or handout materials you upload to the EHDI Annual Conference website or use in your presentation.

The following information was given when you submitted your abstract/s and can be edited at any time until December 15, 2021 by going to https://conference.usu.edu/system/login.cfm?eid=3353554 and logging in with the username and password you created when you submitted your abstract/s.

- Name of Presenter and Co-Presenters
- Title of Presentation or Poster
- Presenter Biography (150 word maximum)

Audio-Visual Provided

Each conference room for the breakout sessions will be equipped with the following items:

- LCD projector
- Laptop computer with MS PowerPoint
- Podium and podium microphone
- Screen
- One hard wired internet connection to the computer provided in the room (not wireless) • Audio link from laptop to room amplification system

Important Information

PRESENTATION AND HANDOUT MATERIALS – Due by March 1, 2022
You may upload your presentation for attendee access once you have granted permission for us to convert and/or post your presentation in PDF form. Presentations must be uploaded at the EHDI Annual Conference website https://conference.usu.edu/system/login.cfm?eid=3353554 by March 1, 2021.

The conference organizers will not provide copies of presenter handouts to participants. If you would like to provide handouts to participants in your session, please bring them with you, or upload your handouts at the EHDI Annual Conference website so conference participants may download them. They should include any up-to-date information or material that is too lengthy or complex for note-taking during the presentation.

CONFERENCE REGISTRATION – Due by February 1, 2022
All presenters participating in the 2022 EHDI Annual Conference must register for the conference at https://ehdiconference.org/Reg.cfm by February 1, 2022. *Registration information is available online.*

HOTEL REGISTRATION – Due by February 1, 2022
Make hotel reservations through the hotel link on the EHDI Annual Conference website at https://ehdiconference.org/Hotel.cfm.

Hotel reservations will be accepted at the conference rate until February 1, 2022 *and are sold on a first-come, first-served basis. Once the room block is full, the conference rate may not be available.*

THINGS TO REMEMBER
Presentations or posters that focus on the commercial intent of a product or a service are not permitted.

For Breakout Sessions

- A laptop and projector will be provided for each presentation session. A list of all speakers and sessions is available at https://ehdiconference.org/Schedule.cfm
- Your presentation will be pre-loaded on the computer in the room to which you have been assigned (if you've uploaded it to the website by the deadline). If you make last minute changes in your presentation, you will be responsible to coordinate with the onsite audio-visual personnel to make sure your most current version is loaded. Please do this as far in advance of your session as possible.
- There will be a "speaker ready room" where you can test your slides prior to your session.
- Each breakout session will have a room monitor assigned who will keep the presentations within time limits, assist with audio-visual needs or problems and distribute and collect session evaluations. Most conference rooms will be set up theater style.

For Poster Sessions
You must bring your poster with you to the conference. There will be a poster board where you can mount your poster with push-pins. You must bring your own push-pins. With a record number of meritorious posters accepted this year, judging for poster awards will begin after all posters are uploaded on March 1, 2022.

- Poster Size: Posters must not exceed a 42" x 42" space.
- Poster Set Up:
  - Sunday, March 13, 12:00 PM – 6:00 PM
  - All posters are to be mounted by 8:00 AM on Monday morning
- Poster Session:
  - Monday, March 14, 12:30-1:45 PM
  - At least one of the poster authors must be with the poster during this dedicated time. Authors are welcome to remain with their posters after this dedicated time, but it is not required.

- Poster Take Down:
  - Tuesday, March 15, 11:00 AM – 1:45 PM
  - All posters are to be removed by Tuesday at 3:00 PM. Any materials left after this time will be discarded.

Tips for Presentations and Public Speaking

We've all been there — stuck in a meeting hall, after a big lunch, with a speaker droning on and on. Your mind wanders, eyes glaze over and all you can think about is the work piling up on your desk. Well, nobody wants that! We offer the following tips to help improve your public speaking, because even the best speaker can become even better.

Consider Your Audience
Analyzing what the audience needs to know, and why it is worth their time to hear what you have to say, is perhaps the most important and frequently-overlooked step in planning effective presentations. Several questions that you should think about as the presentation is prepared include:
- What is the applicability of what I plan to talk about to this particular audience?
- Who needs to know this and why?
- What information is likely to be of benefit to this audience?

Presenters who can answer those questions succinctly, and who hold those questions in mind while preparing presentations, are likely to connect meaningfully with the audience. Conversely, presenters who initially start from a more egocentric perspective of "What can I tell others about what I have been doing?" will be less likely to present useful information and will have a harder time keeping the audience's attention.

EHDI Audience Profile
EHDI Conference attendees work in state Early Hearing Detection and Intervention programs, assist in EHDI efforts on the federal level, provide screening, diagnostic and early intervention support at the state/ local level to young children with hearing loss and their families, champion Medical Home activities within each state, are parents of children with hearing loss, or are Deaf or Hard-of Hearing adults who are helping to expand opportunities for young children with hearing loss. Think about how your topic fits into the EHDI community as a whole – from state and local programs to the federal level, from academics to families.

Preparing the Speech
Create a theme or purpose for your speech that you can state in one concise sentence.

Explain the structure of your speech to the audience:
- Tell them what you're going to tell them (introduction)
- Tell them (body)
- Tell them what you told them (conclusion)

Capture your audience in the first 30 seconds with a powerful story, surprising statistic, or other attention-grabbing news. For example, rather than start your speech with the typical, "Thank you so much for being here today…," begin with the story of a family that had an unusual experience or a surprising statistic (e.g., 40% of practicing pediatricians do not believe a child can be fit with a hearing aid until 6 months of age or older), or a meaningful quotation.

Use simple language and short sentences. Avoid acronyms and jargon. People don't listen the same way they read; a speech is not a white paper.

Tell a story. Talk about a family who benefited from your program or paint a problem in terms of real people.

Put statistics into context.
Example: "There were 81,325 federally licensed firearms dealers and pawnbrokers operating in the United States in 2000. Since 81,325 is an impressively large number…this fact commands a certain amount of your attention. Then again, you may forget it ten minutes from now… But what if we put this fact in context? When you compare the number of gun dealers and pawnbrokers with the number of McDonald's franchises operating that same year, you discover that there were 3 times as many gun dealers as McDonald's." (from Andy Goodman, Free Range Thinking)
Use visual images. People remember them and they help you paint a vivid picture.

As Jesse Jackson said: "America is not like a blanket – one piece of unbroken cloth, the same color, the same texture, the same size. America is more like a quilt: many patches, many pieces, many colors, many sizes, all woven and held together by a common thread."

Stay within the time limit and allow time for Questions and Answers. Presenting less information, but having time to do it systematically and completely is far better than rushing through too much information.

Practice your Speech
Don't read your notes. You'll alienate your audience, who won't feel connected to you.

Rehearse, rehearse and rehearse, so that a glance at a bullet point is all you need.
Tip: It really does help to practice in front of a mirror.

Delivering the Speech
Take your time. Most of us speak too quickly in front of a large audience because we're nervous. Slow down, take your time and speak clearly.

Pause for effect.   *Example: "I have a dream… [looooong pause]."*

Vary your pitch, volume and tone. Avoid a monotone.

Make eye contact with the audience. Challenge yourself to look at each audience member at least once.

Engage your audience with questions, either rhetorical or direct. An example from Huey Long:
"Where are the schools that you have waited for your children to have, that have never come? Where are the roads and highways that you send your money to build, that are no nearer now than ever before? Where are the institutions to care for the sick and the disabled?"

End your speech with a compelling quote, thought-provoking idea or call to action. John F. Kennedy gave us a memorable example:
"And so, my fellow Americans, ask not what your country can do for you; ask what you can do for your country. My fellow citizens of the world, ask not what America will do for you, but what together we can do for the freedom of man."

Tips for Making PowerPoint Presentations

Understand the limits of PowerPoint. PowerPoint is not your presentation. It is an easy-to-use tool to draw the audience's attention to key points and visual illustrations of your presentation. PowerPoint is not a teleprompter. Do not put your speech onto slides and read from them. Instead illustrate key elements of your speech on slides. Your cue cards, or notes, should be separate from your PowerPoint.

Appeal to people's emotions. In "Really Bad PowerPoint," Seth Godin explains that "Our brains have two sides. The right side is emotional, musical and moody. The left side is focused on dexterity, facts and hard data. When you show up to give a presentation, people want to use both parts of their brain…You can wreck a communication process with lousy logic or unsupported facts, but you can't complete it without emotion. Logic is not enough. If all it took was logic, no one would smoke cigarettes. No one would be afraid to fly on airplanes…PowerPoint presents an amazing opportunity. You can use the screen to talk emotionally to the audience's right brain (through their eyes), and your words can go through the audience's ears to talk to their left brain."

Use images and very little text. Words on slides distract the audience from the words you are speaking, while a picture is worth… well, you know.

Reinforce your words, don't repeat them. Practice your speech so that you can say it comfortably and confidently. Don't waste people's time by saying the same thing over and over. Know what your main points are and present them in a logical and interesting way.

Use animation appropriately. If your slide has a list of bullet points that are presented simultaneously, the audience will "read ahead" of your speech. Use animation to bring up each bullet point one-by-one, as you are talking about that topic. CAVEAT: Avoid unnecessarily complex transitions, such as spinning words that are more distracting than helpful.

Create separate handouts. Instead of using your slides as handouts, create separate handouts. That way you won't feel compelled to include definitions, complex text, citations, etc. in your PowerPoint.

Use graphic design principles:
- Don't use too many fonts. A slide should be limited to two fonts, maximum. One for headings and one for sub points. Clearly label each screen using a larger font (30-44 point) or different color for the title. Use no font size smaller than 20 point. Do not use all caps except for titles.
- Typically, sans serif fonts (like Arial and Helvetica) are good for headings and easier to read on a screen. Avoid serif fonts such as Times New Roman or Palatino because they are more difficult to read. Italicized fonts are also difficult to read quickly and should be avoided. Remember that not all computers will have the same fonts installed, so make sure you stick with one of the fonts that come with basic software packages (like Microsoft Word).
- Use no more than 6-8 words per line.
- For bullet points, use the 6 x 6 Rule. One thought per line with no more than 6 words per line and no more than 6 lines per slide.
- Use dark text on light background or light text on dark background. However, dark backgrounds sometimes make it difficult for some people to read the text.
- To test the font, stand back six feet from the monitor and see if you can read the slide.

Graphics
- Keep the background consistent and subtle.
- Use only enough text when using charts or graphs to clearly explain the graphic.
- Keep the design clean and uncluttered. Leave empty space around the text and graphics.
- Use quality clipart and use it sparingly. The graphic should relate to and enhance the topic of the slide.
- Try to use the same style graphics throughout the presentation (e.g. cartoon, photographs).
- Limit the number of graphics on each slide.
- Check all graphics on a projection screen before the actual presentation.
- Avoid flashy graphics and noisy animation effects unless they relate directly to the slide.
- Limit the number of transitions used. It is often better to use only one so the audience knows what to expect.

Color

- Limit the number of colors on a single screen.
- Bright colors make small objects and thin lines stand out. However, some vibrant colors are difficult to read when projected.
- Use no more than four colors on one chart.
- Check all colors on a projection screen before the actual presentation. They may project differently than what appears on the monitor.

Why work so hard?

To quote Seth Godin again, "The home run is easy to describe: You put up a slide. It triggers an emotional reaction in the audience. They sit up and want to know what you're going to say that fits in with that image. Then, if you do it right, every time they think of what you said, they'll see the image (and vice versa)."

Free-Range Thinking, by Andy Goodman (April 2004); Really Bad PowerPoint (and How to Avoid It), by Seth Godin (2001)
Bankerd, Kathy. "How to Optimize Projection Technology: Using Fonts, Graphics, and Color to Maximize the Effectiveness of Your Presentation." Syllabus. November/December 1997.
Bird, Linda. "Avoid the Mistakes of PowerPoint Rookies." Smart Computing. January 2001.
Brown, David G. "PowerPoint-Induced Sleep." Syllabus. January 2001.
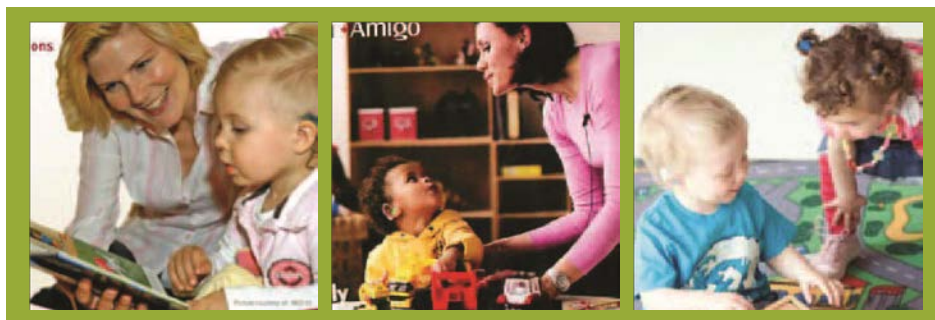
PowerPoint Presentation Advice Mike Splane –© 2006

Structuring Your Talk

Preparing a talk always takes far longer than you anticipate. Start early!

- Write a clear statement of the problem and its importance.
- Research. Collect material which may relate to the topic.
- Tell a story in a logical sequence.
- Stick to the key concepts. Avoid description of specifics and unnecessary details.
- If you are making a series of points, organize them from the most to the least important. The less important points can be skipped if you run short of time.
- Keep your sentences short, about 10-20 words each is ideal. This is the way people usually talk.
- Strive for clarity. Are these the best words for making your point? Are they unambiguous? Are you using unfamiliar jargon or acronyms?

Preparing Your Slides

Presentation Design

- Don't overload your slides with too much text or data.
- FOCUS. In general, using a few powerful slides is the aim.
- Let the picture or graphic tell the story. Avoid text.
- Type key words in the PowerPoint notes area listing what to say when displaying the slide. The notes are printable.
- Number your slides and give them a title.
- Use the "summary slide" feature in slide sorter view to prepare an Agenda or Table of Contents slide.
- Use a company logo slide for your presentation.
- You can add a logo and other graphics to every slide using the slide master feature.
- Proofread everything, including visuals and numbers.
- Keep "like" topics together
- Strive for similar line lengths for text.

Visual elements

- A font size of 28 to 34 with a bold font is recommended for subtitles. The title default size is 44. Use a sans serif font for titles.
- Use clear, simple visuals. Don't confuse the audience.
- Use contrast: light on dark or dark on light.
- Graphics should make a key concept clearer.
- Place your graphics in a similar location within each screen.
- To temporarily clear the screen press W or B during the presentation. Press Enter to resume the presentation.

Text

- Font size must be large enough to be easily read. Size 28 to 34 with a bold font is recommended.
- It is distracting if you use too wide a variety of fonts.
- Overuse of text is a common mistake.
- Too much text makes the slide unreadable. You may just as well show a blank slide. Stick to a few key words.
- If your audience is reading the slides they are not paying attention to you. If possible, make your point with graphics instead of text.
- You can use Word Art, or a clip art image of a sign, to convey text in a more interesting way.

Numbers

- Numbers are usually confusing to the audience. Use as few as possible and allow extra time for the audience to do the math.
- Numbers should never be ultra-precise:
- "Anticipated Revenues of $660,101.83" looks silly. Are your numbers that accurate? Just say $660 thousand.
- "The Break Even Point is 1048.17 units. Are you selling fractions of a unit?
- Don't show pennies. Cost per unit is about the only time you would need to show pennies.
- If you have more than 12-15 numbers on a slide, that's probably too many.
- Using only one number per sentence helps the audience absorb the data.

PowerPoint Presentation Advice (Continued)

Statistics
- Use the same scale for numbers on a slide. Don't compare thousands to millions.
- When using data, stick to a single "scale" in the presentation. Worldwide sales, domestic sales, industry sales, company sales, divisional sales, or sales to a specific market segment are all different scales. They should not be mixed.
- Cite your source on the same slide as the statistic, using a smaller size font.

Charts
- Charts need to be clearly labeled. You can make more interesting charts by adding elements from the drawing toolbar.
- Numbers in tables are both hard to see and to understand. There is usually a better way to present your numerical data than with columns and rows of numbers. Be creative!

Backgrounds
- Backgrounds should never distract from the presentation.
- Using the default white background is hard on the viewer's eyes. You can easily add a design style or a color to the background.
- Backgrounds that are light colored with dark text, or vice versa, look good. A dark background with white font reduces glare.
- Colors appear lighter when projected. Pale colors often appear as white.
- Consistent backgrounds add to a professional appearance.
- For a long presentation, you may want to change background designs when shifting to a new topic.

Excitement
- Sounds and transition effects can be annoying. Use sparingly.
- Animation effects can be interesting when used in moderation.
- Too much animation is distracting.
- Consider using animated clip art.
- Consider using custom animation.
- You can insert video and audio clips into PowerPoint.
- You can also insert hyperlinks (but you may not be connected to the internet from where you are presenting!!)

Hints for Efficient Practice
Timing - Practicing Your Presentation
- Talk through your presentation to see how much time you use for each slide.
- Are you using the right amount of time per slide? Decide which slides or comments need alteration to make your presentation smoother.

Content
- Make a list of key words/concepts for each slide• Read through the list before you begin.
- Don't attempt to memorize your text; your words will probably be different each time you practice.
- Think about the ideas, and your words will follow naturally.

Delivering Your Talk
Pre-Talk Preparation
- Plan to get there a few minutes early to set up and test the equipment.
- Dress appropriately for your audience.
- Turn off your cell phone.

Handouts
- Edward Tufte, the leading expert on visual presentation techniques, advises speakers to always prepare a handout when giving a PowerPoint presentation.
- Make about 10% more handouts than you expect to use.
- Distribute handouts at the beginning of your talk.

PowerPoint Presentation Advice (Continued)

Opening
- Jump right in and get to the point.
- Give your rehearsed opening statement; don't improvise at the last moment.
- Use the opening to catch the interest and attention of the audience.
- Briefly state the problem or topic you will be discussing.
- Briefly summarize your main theme for an idea or solution.

Speaking
- Talk at a natural, moderate rate of speech.
- Project your voice.
- Speak clearly and distinctly.
- Repeat critical information.
- Pause briefly to give your audience time to digest the information on each new slide.
- Don't read the slides aloud. Your audience can read them far faster than you can talk.

Body Language
- Keep your eyes on the audience.
- Use natural gestures.
- Don't turn your back to the audience.
- Don't hide behind the lectern.
- Avoid looking at your notes. Only use them as reference points to keep you on track. Talk, don't read.

Questions
- Always leave time for a few questions at the end of the talk.
- If you allow questions during the talk, the presentation time will be about 25% more than the practice time.
- You can jump directly to a slide by typing its number or by right-clicking during the presentation and choosing from the slide titles.
- Relax. If you've done the research you can easily answer most questions.
- Some questions are too specific or personal. Politely refuse to answer.
- If you can't answer a question, say so. Don't apologize. "I don't have that information. I'll try to find out for you."

Length
- To end on time, you must PRACTICE!
- When practicing, try to end early. You need to allow time for audience interruptions and questions.

Demeanor
- Show some enthusiasm. Nobody wants to listen to a dull presentation. On the other hand, don't overdo it. Nobody talks and gestures like a maniac in real life. How would you explain your ideas to a friend?
- Involve your audience. Ask questions, make eye contact, use humor.
- Don't get distracted by audience noises or movements.
- You'll forget a minor point or two. Everybody does.
- If you temporarily lose your train of thought you can gain time to recover by asking if the audience has any questions.

Conclusion
- Concisely summarize your key concepts and the main ideas of your presentation.
- Resist the temptation to add a few last impromptu words.
- End your talk with the summary statement or question you have prepared. What do you want them to do? What do you want them to remember?
- Consider alternatives to "Questions?" for your closing slide. A summary of your key points, an inspirational quote, or a cartoon with a message related to the main point of your presentation may be stronger.

Tips for Working with an ASL Interpreter during Your Presentation or Poster

Some presentations and posters will be attended by people who are deaf or hard-of-hearing (DHH) who use an American Sign Language (ASL) Interpreter. Following are some tips to help you make the most efficient use of the interpreter's services.

• Provide a location for the interpreter so that the person who is DHH can see both the speaker and the interpreter simultaneously. Do not position the interpreter in front of a light source such as a window.

• Speak directly to the person who is DHH, not the interpreter. For example, say "Do you have anything you would like to add?" rather than "Does he/she have anything to add?"

• Speak clearly, in a normal tone, and at a normal pace. If there is a problem with keeping up, the interpreter or the person who is DHH may ask the speaker to slow down or repeat a word or sentence for clarification.

• While direct eye contact is valued by many people, it is not always possible for the person who is DHH to make direct eye contact because he or she may need to watch the interpreter.

• When a person who is DHH in the audience makes a comment, the interpreter may voice what is being said. Some people who are DHH prefer to voice for themselves. In any case, you should speak directly to the person who is DHH and not to the interpreter.

• As needed, remind participants in the conference to speak slowly and clearly.

• Remember that the interpreter is a few words behind the speaker. Therefore allow time for the person who is DHH to obtain all the information and ask questions.

• If your presentation uses new or difficult vocabulary, write it down and give it to the interpreter before you begin.

• When using Power Point slides or videos, allow the person who is DHH time to both follow along with the speech, as well as to look at what is being displayed visually. Any videos used in your presentation should be captioned.

• Permit only one person to speak at a time during the question/answer period or group discussions. It is difficult for an interpreter to follow several people speaking at once. Ask for a brief pause between speakers to permit the interpreter to finish before the next speaker starts. It can be helpful to ask people to raise their hands and wait to speak until they have been recognized.

• Repeat questions or statements made from the back of the room and point to the person speaking. A person who relying on the interpreter is cut off from whatever happens outside their visual area.

• Provide good lighting for the interpreter. If you think it is necessary to dim the lights for your presentation, make sure there is still enough light to see the interpreter.

• American Sign Language (ASL) is a language in its own right, with its own grammar, syntax and structure, which includes using body and facial expression. It is important to realize that you are dealing with two different languages and that it may be necessary to rephrase or repeat your point.

Tips for Making Effective Posters

Think about the central question you want the poster to address, the audience, and the "take home" message you want the audience to remember. Consider how to convey this basic information in a visual format that can stand alone then use your discussion time with individuals to expand upon issues surrounding the central theme. You may want to prepare handouts to disseminate to interested individuals who want to understand the content in greater detail.

Do not underestimate the amount of time it will take to make an effective poster. Preparing a poster can take 4 – 6 weeks.

A good way to start: Sketch it out!
Refer to specific guidelines governing poster dimensions and space allocation.

Make a sketch of the poster. Place the elements of the poster in position, for example:

- The title across the top.
- An introduction at the upper left.
- The conclusions at the lower right.
- Methods and Results will fill the remaining space.
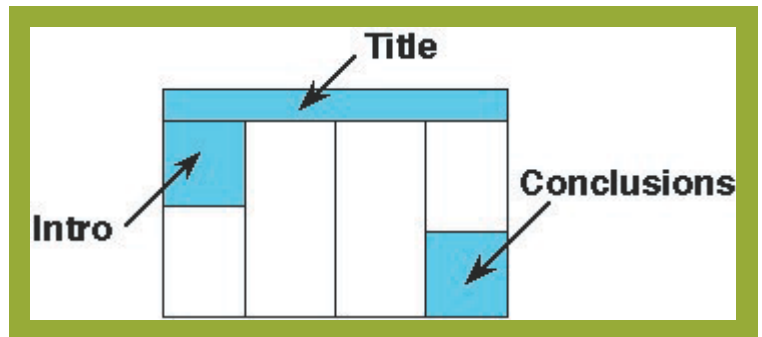
Guide the viewer's eye through the flow of information in a logical, easy-to-follow pattern (generally left to right, top to bottom).

You may use numbers or arrows to lead the viewer through the display.
Use elements of different sizes and proportions; try a mixture of shapes and straight lines:

.
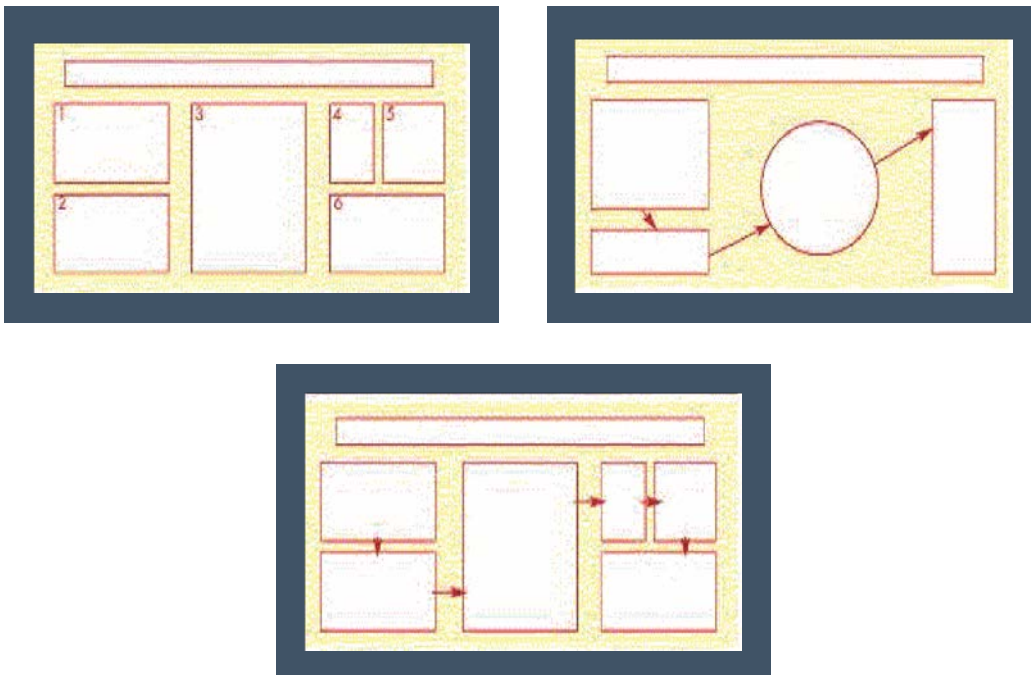
The Title: Think Big!
The title should convey the essential idea of the poster and be readable from 15 - 20 feet away. Also include the authors' names and the institutional affiliations. If space permits, use first names for authors to facilitate interactions; middle initials and titles are seldom necessary.

Content and Sequencing: Edit Ruthlessly!
A poster should use photos, figures, and tables to tell the story of the study. **All graphic materials and text should be visible from a minimum distance of 6 feet.** Use key graphics to present the information in a sequence that is easy to follow and add text as needed to supplement the graphics.

1. Posters are visual presentations; self-explanatory graphics should dominate the poster and minimal text should support the graphics.

2. Look critically at the layout. Some poster 'experts' suggest that if there is about 20-25% text, 40-45% graphics and 30-40% empty space, you are doing well. Use empty space between poster elements to differentiate and accentuate important elements.

3. Restrained use of 2-3 colors for emphasis is valuable; overuse is not.

4. Use active voice when writing the text; delete all redundant references and filler phrases. Use short sentences, simple words, and bullets to illustrate discrete points.

Source: http://www.biology.lsa.umich.edu/research/labs/ktosney/file/PostersHome.html
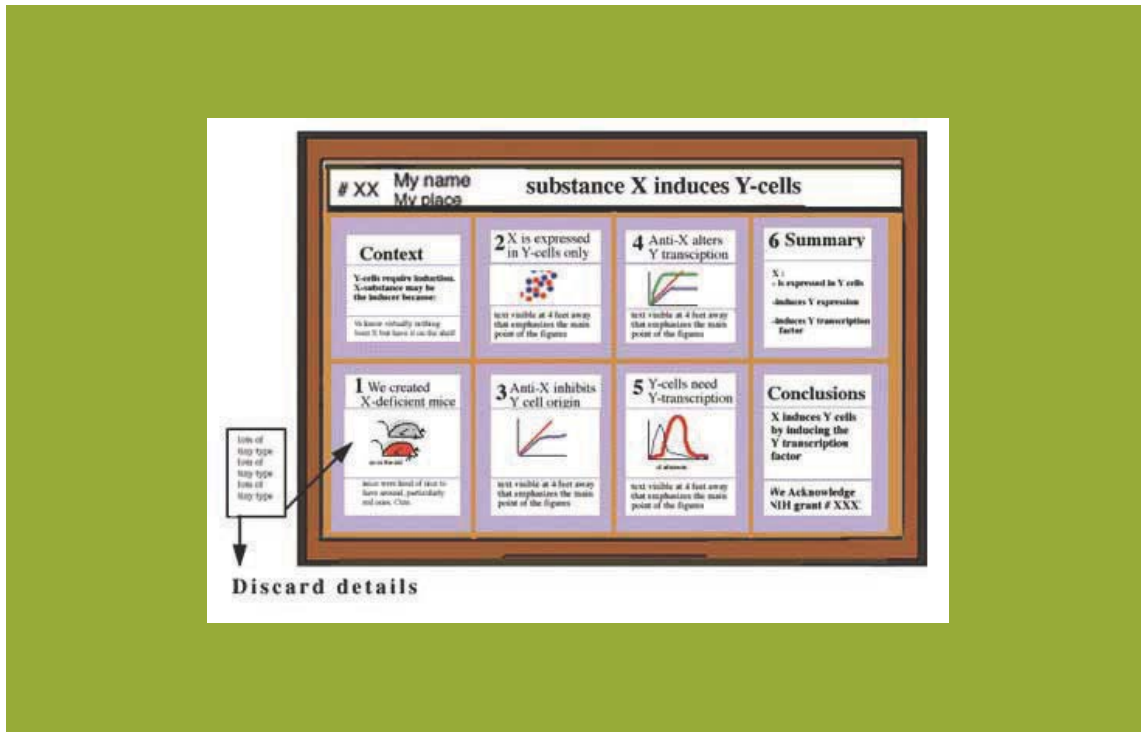
Poster Text

In general, use font sizes proportional to importance:
- Title, use large font, 72 – 104 point size.
- Section headings (e.g., Introduction), use boldface, maybe about 36-42 point.
- Supporting material (e.g., text within each section & figure captions), use about 24-28 point (boldface, if appropriate).

Double-space all text, using left-justification; text with even left sides and jagged right sides is easiest to read.

Use simple, sans serif fonts (having characters without curlicues or other embellishments). Helvetica and Arial are examples of sans serif fonts. Choose one font and then use it throughout the poster. Add emphasis by using boldface, underlining, or color. Capitals and lower-case letters in combination are much easier to read than all capitals. Avoid italics as they are also difficult to read.

Poster Color

Softer colors (pastels & grays) often work best as a background -- they are easiest to view for hours at a time, and offer the best contrast for text, graphic, and photographic elements. Two to three related background colors (Methods, Results, & Discussion) can add pleasant variety while keeping the poster unified.

Color can enhance the hues or contrast of photographs:
- Use a light background with darker photos; a dark background with lighter photos.
- Use a neutral background (gray) to emphasize color in photos; a white background to reduce the impact of colored photos.
- Use more intense colors as borders or for emphasis, but be conservative - overuse of color is distracting. Be aware that some brighter light colors can make text difficult to read.

Yellow on white is hard to read

Blue on Red appears blurry to the human eye

Red on Blue appears blurry to the human eye

Pretest Your Poster

After printing your poster, simulate your actual poster presentation. Mount it in a space the meets required space allocation criteria provided by the professional organization. Have your peers and mentors view your poster for its content, completeness, and attractiveness of visual presentation. Note their criticisms, constructive suggestions, and the questions you were asked. Make any appropriate changes.

Travel Tips

When traveling to national or international conferences, you may want to:

- Transport a series of small informational panels as opposed to one large panel; give consideration to designing each panel so that every panel will fit in a briefcase.

- Protect your poster presentation against being lost and unavailable for your presentation. Bring back-up disks or a flash drive that contains the sections of your poster presentation.

- Bring supplies necessary to avoid any poster mishaps. This may include tacks, glue, scissors and tape. If flying, check these specific items to comply with flight regulations.

Software Tools for Making Posters

Several tutorials for using software programs such as PowerPoint are available at **www.ehdiconference.org/PresenterInfo.cfm**

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AT THIS YEAR'S CONFERENCE!

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