



North Bay Growth & Innovation Forum

Poster Presentation Preparation Tutorial

Purpose



- To make a good first impression and showcase your company
- To provide useful information and food for thought
- To stimulate interest, discussion, fruitful exchange and follow up

Design



- Use standard poster board 30” x 40”
- Determine the one essential concept to convey
- Use graphics as much as possible
- Use text to support graphics
- Sketch design to determine best layout
- Company name and contact information should be readable from 15-20 feet away
- Text should be readable from at least 6 feet away
- Double space all text -- no fancy fonts
- Use 2 - 3 colors
- Use short sentences; bullets
- Minimize details

Presentation



- Use your “elevator pitch”
- Be clear and concise during poster and networking sessions
- Communicate with as many attendees as possible -- follow up in depth later

General Information



- Your poster will be one of many in the conference area
- Recommend placing poster on an easel on the tabletop provided -- space for demos
- Specific time prior to the session for set up
- Professional business attire recommended
- Award for the best poster presentation (you must be present at the awards ceremony)

What Else to Bring



- Presentation summary
- Handouts
- Demonstration materials
- Plenty of business cards (50 minimum)
- Tabletop easel or other method to prop up your poster

Other Resources



Good tutorials and guidelines for designing your poster can be found at:

- <http://people.eku.edu/ritchisong/posterpres.html> . Though this article is aimed at technical poster presentations, it is easily adapted to presenting your company.
- <http://www.altosvc.com/resources.html>. Provides contacts of service providers and information sources for entrepreneurs to help them accelerate growth.
- <http://www.garage.com/resources/perfectingpitch.shtml>). Provides additional information to perfect your pitch.
- <http://www.goldencapital.net>. Provides additional resources and contacts