Sharing Knowledge Through Poster Presentations

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Dissemination

Dissemination of results from research studies, evidence-based practice (EBP) projects and quality improvement (QI) projects is often considered the final step of the study or project. Dissemination should occur both within the organization and externally to the larger nursing and healthcare communities (Adams, Farrington, & Cullen, 2012; Cullen et al., 2018; Miracle, 2008). Sharing project results externally through oral and poster presentations, in addition to publications, supports growth within the local organization's culture, expands nursing knowledge and encourages consideration of the practice change in other diverse healthcare settings (Adams et al., 2012; Cullen et al., 2018; Halligan, 2008; Taggart & Arslanian, 2000; Williams & Cullen, 2016; Windle, 2001).

Abstract Submission

A poster presentation is an easy, inexpensive, visual and interactive method to communicate information and pertinent results from a project (Christenbery & Latham, 2013; Cullen et al., 2018; Keely, 2004; Miracle, 2008; Taggart & Arslanian, 2000; Williams & Cullen, 2016; Windle, 2001). Before creating a poster for external dissemination, an abstract is often submitted for consideration as a poster presentation at a local, national or international research, EBP, QI, or nursing specialty conference (Cullen et al., 2018; Keely, 2004; Taggart & Arslanian, 2000). Most conferences advertise and distribute a "Call for Abstracts" several months before the conference (Cullen et al., 2018; Keely, 2004; Taggart & Arslanian, 2000). Be sure to read and carefully follow the abstract submission guidelines for the specific conference, as the guidelines for specific conferences often differ. Table 1 provides tips and tricks for developing a scholarly abstract submission.

Table 1. Abstract Tips and Tricks
Read and carefully follow abstract submission guidelines.
Start developing the abstract in advance of the submission deadline; be sure to allow enough time to obtain assistance.
Review a well-written abstract before you begin writing.
Plan for teamwork.
Determine authorship.
Get a first draft of the abstract on paper.
Edit, edit, edit.
Consider the perspective of reviewers (e.g., check grammar, check spelling).
Review the abstract submission guidelines again before you "submit" the abstract.

Abstract Acceptance

If your abstract is accepted for a poster presentation, you will be notified by a member of the conference planning committee or by someone affiliated with the professional organization. At that same time, you will more than likely receive further instructions and deadlines (Cullen et al., 2018; Keely, 2004; Taggart & Arslanian, 2000).

Poster Development

A poster, developed for display at an external conference, must be visually attractive and quickly capture the interest and attention of viewers (Christenbery & Latham, 2013; Keely, 2004; Miracle, 2008; Singh, 2013; Williams & Cullen, 2016; Windle, 2001). The poster must entice conference attendees to seek further discussion or explanations from you about the study or project (Christenbery & Latham, 2013; Keely, 2004; Singh, 2013; Williams & Cullen, 2016; Windle, 2001).

Posters must be created for readability, designed following a logical sequence and focused on key messages (Christenbery & Latham, 2013; Cullen et al., 2018; Keely, 2004; Miracle, 2008; Singh, 2013; Taggart & Arslanian, 2000; Williams & Cullen, 2016); keep it short and simple yet complete and accurate (Christenbery & Latham, 2013; Keely, 2004; Miracle, 2008; Singh, 2013; Taggart & Arslanian, 2000; Williams & Cullen, 2016; Windle, 2001; Zerwic et al., 2010). Remember, the poster viewer knows nothing. The poster content must be written with the viewer's perspective in mind. What is the poster about? Why was the study or project done? What processes or methods were used? What was the intervention or practice change? What were the results? What conclusions were drawn based on the results? And finally, what are the implications or recommendations for practice?

One of the critical elements to consider is how the data are displayed on the poster (Keely, 2004). The data need to speak for itself. More than likely, you will not be standing next to your poster for the entire conference, so attendees need to be able to understand the

Table 2. Poster Presentation Tips and Tricks

Carefully review conference-specific poster instructions (e.g., maximum poster size).
Choose a poster template.
Select a page size.
List or acknowledge all team members.
Include official institutional logos, if applicable.
Credit the funding agency, if applicable.
Include clearly defined section headings.
Place content in columns.

Use suggested font sizes (pt = point):	Consider legibility guidelines (pt = point):
• Title (85 pt) • Authors (56 pt) • Headers (36 pt) • Body of text (28 pt) • Captions (18 pt)	• 6 feet – 30 pt font • 10 feet – 48 pt font • 12 feet – 60 pt font • 14 feet – 72 pt font

Use a consistent font style.
Include bullet points with key phrases; limit punctuation.
Add emphasis by underlining or bolding content.
Use color and images to add interest.
Request permission to use or reproduce copyrighted material.
Report data in graphs; label the graphs clearly.
Include author(s)' last name and year of publication for direct citations or specific research studies; consider using a smaller font size for in-text citations.
List complete references for cited materials at the end of the poster or note "available upon request" from author.
Check spelling.
Proofread.
Review conference-specific poster instructions again.
Send poster to print.

(Adams et al., 2012; American Nurses Association, 2009; Christenbery & Latham, 2013; Cullen et al., 2018; Fineout-Overholt, Gallagher-Ford, Mazurek Melnyk, & Stillwell, 2011; Forsyth, Wright, Scherb, & Gaspar, 2010; Hanrahan, Marlow, Aldrich, & Hiatt, 2012; Keely, 2004; Miracle, 2008; Siedlecki, 2017; Singh, 2013; Taggart & Arslanian, 2000; Williams & Cullen, 2016; Windle, 2001; Zerwic et al., 2010)

Table 3. Poster Section Headings Based on Project Type

Research*	Evidence-Based Practice*	Clinical Initiative*
Project Title	Project Title	Project Title
Author Name(s), Credentials and Institutional Affiliation	Author Name(s), Credentials and Institutional Affiliation	Author Name(s), Credentials and Institutional Affiliation
Research Question	Purpose (include PICO components)	Description of Clinical Initiative
Background/Significance (problem and current knowledge gap)	Synthesis of Evidence/ Relevance (to ORL Nursing)	Needs Assessment
Sample/Methods (design, measures and analyses)	Practice Change	Description of Project Implementation (including preparation and planning)
Results	Implementation Strategies (used to introduce and integrate the practice change)	Conclusions/Practice Change (report findings)
Conclusions (summarize study results)	Evaluation (report findings from process and outcome indicators)	Evaluation
Implications (for ORL Nursing) (how results might be used in practice)	Conclusions (summarize project findings)	Implications (for ORL Nursing) (how results might be used in practice)

* Current poster abstract submission categories for the Society of Otorhinolaryngology and Head-Neck Nurses Annual Congress & Nursing Symposium.

.results you are presenting at a quick glance (Zerwic et al., 2010).

Table 2 includes some general tips and tricks for developing a scholarly poster. Table 3 differentiates the section headings to include on the poster, depending if you are creating a research, EBP or clinical initiative poster. These are the current abstract submission categories for the Society of Otorhinolaryngology and Head-Neck Nurses Annual Congress & Nursing Symposium.

Poster Presentation

A member of the conference planning committee or someone from the professional organization will send you directions regarding poster set-up (e.g., day, time, location) and the timeframe for poster takedown. Plan your conference travel accordingly (Keely, 2004; Taggart & Arslanian, 2000).
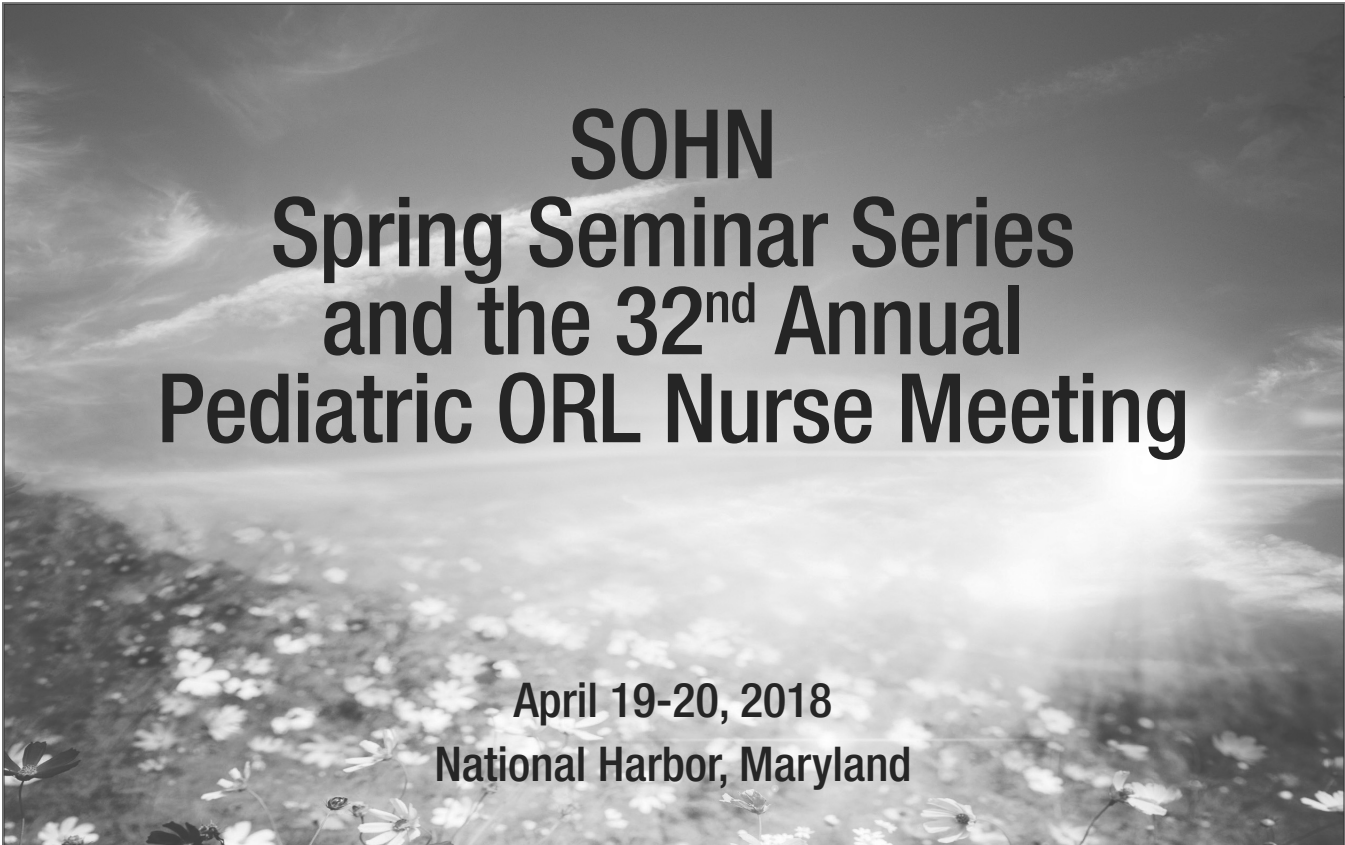
Remember to spend time before the conference preparing and practicing for the poster presentation by reading through the poster content and anticipating what questions will be asked and what supplemental materials may be helpful. Examples of supplemental materials include: poster handouts, reference lists and business cards (Christenbery & Latham, 2013; Keely, 2004). And, last but not least, arrive early for your assigned poster presentation time and present your successful work with confidence and pride (Taggart & Arslanian, 2000; Windle, 2001).

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