

Resources on Preparing Effective Posters

These resources outline a number of useful ideas. Based on previous AAEA and EAERE poster sessions, one good idea seems to be the use of companion flyers that many poster-producers seem to create. These represent a condensed version of the poster on an 11x17" page, both sides, folded in thirds. Viewers can take these flyers home with them (they contain URLs for the full paper and supporting materials, as well as other contact information). Ingenious use of other attention-getting devices has also been observed at poster sessions at the AAEA, but we'll leave that up to the creativity of AERE members.

Supplementary Materials and Guidance

A. From the 2008 AAEA conference description.

For helpful information on developing your poster for the 2008 conference, here are two Web sites that provide valuable information concerning poster design:

<http://faculty.washington.edu/scporter/INQUAposters.html>

<http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>.

B. From the website for the 2007 AAEA conference in Portland

Major changes are planned for our Meeting this year. Our Selected Posters program will, for example, take a much larger stage than in the past. Posters provide efficient information exchange. They allow exposure in a short time to a wide variety of research yet are excellent platforms for author-viewer interaction. Professional societies are moving increasingly in their direction. Have you noticed the research posters lining laboratory science halls these days? They are bring-backs from professional meetings, where they continue to attract student and colleague attention for months or years to come.

We will provide two dedicated time-slots for poster presentations and interaction in Portland. Poster authors will be available during those intervals for questions and discussion. The printed program will list the poster titles, authors, locations, and meeting slots just as for selected paper and organized symposia sessions. A proceedings issue will include full poster abstracts along with paper and symposium abstracts.

Posters will be displayed by subject area in the Convention Center's large, attractive Exhibit Hall. Because other activities, such as book displays and lunch and coffee service, also will be located in the Exhibit Hall, most attendees will - at one time or another - walk through the Selected Poster area.

Attended Poster Sessions

Exhibit Hall A
Monday, July 30
Noon - 1:30 pm
Tuesday, July 31
Noon - 1:30 pm

AAEA Poster Guidelines

The Internet is a rich source for many different kinds of advice on how to develop great posters. You will find a few suggestions below. This is meant as a general overview to get you started.

The maximum poster size at the 2007 AAEA meeting will be 4 by 8 feet minus a 1-inch margin. Your actual poster may be smaller.

1. Content

Introduction. Provide context for your research. Why you are excited about it?

Objectives. What questions did you address or answer?

Methods. Key information on your research design and analysis. Keep it brief.

Results, discussion. What was observed? How do the results relate to the original questions? Focus on the key points.

Conclusions. What did you learn?

Replace text with graphical elements as much as possible (e.g., photographs or maps of study's location, other visual aids to convey key results), but do not forget your complete contact information. Consider including a photograph of the presenting author.

2. Layout

Clearly indicate your key message. Avoid clutter and unnecessary detail. Don't fight the reader's gravity-pull from top to bottom and left to right. Remember graphical elements, such as balance, symmetry, rhythm, repetition, and change.

3. Aesthetics

Any text in your poster should be readable 6 feet away, including text in figures. This means no text should be smaller than a 20-point font. The title must be much larger and readable from a distance (12 feet or more).

Use fonts without serif, but bold. Use dark letters on light backgrounds. Use color carefully; very bright colors can easily fatigue the reader. Stick to a theme of 2-3 colors.

C. Some Other Potentially Useful Guidelines

<http://faculty.washington.edu/scporter/INQUAposters.html> Provides a summary of the layout and visuals of an effective research poster.

<http://www.swarthmore.edu/NatSci/cpurrrin1/posteradvice.htm> A comprehensive guide to designing a scientific poster, including a downloadable PPT template. The template supports a maximum size of 36" by 56", but many commercial poster printers can enlarge that proportionally.

<http://www.ncsu.edu/project/posters> Explains how to create an effective poster. Critiques selected examples and provides a list of further resources.

[AgEcon Search offers tips for "poster" preparation.](#) This document, created by AgEcon Search, offers guidelines on creating your poster in software templates and printing using commercial large format printers.

D. From the EAERE annual conference (Gothenburg, 2008)

Poster exhibition

The conference offers the possibility for authors to present their papers as a poster. We have an excellent area where coffee and lunches will be served and where there is ample room for posters. We believe that posters create a good forum for additional discussions and will contribute to the conference's atmosphere, making the coffee breaks more stimulating. There will be one special designated poster session in connection with one of the lunches or a longer coffee when the presenters will be expected to stand by their poster to explain. We know that some people might have very definite preferences and you will therefore be given the option of submitting your paper to an oral session, a poster session or an option saying that you accept either-or. A prize for best poster will be awarded.

E. Other Departmental and Conference Poster Traditions in Economics

Oxford University, Department of Economics, Department Poster Sessions at "Tea and Cakes"

<http://www.econ.ox.ac.uk/students/james.reade/PosterSession.htm>

From NBER-NSF time series conference, U. Aarhus, 12-13 September 2008:
CREATES, School of Economics and Management, University of Aarhus, Denmark, is pleased to host the 2008 NBER-NSF time series conference. Paper and/or abstract submissions in *all fields of time series analysis* are invited. Approximately 40 papers will be accepted for presentation **in either plenary or poster sessions**.

U.C. Irvine does a graduate student fellowship poster session (for practice?) and gives an annual named "Art DeVany" award.

<http://www.economics.uci.edu/index.php?p=134>

The AEA Committee on Economic Education seems to have done poster sessions at the ASSAs for several years:

http://www.vanderbilt.edu/AEA/AEACEE/CallFor/Poster_Session_Call_2009.htm