

American Society of Animal Science

ePoster Presentation Guidelines

Overview

Poster presentations allow scientists to communicate their research in a way that generates immediate feedback and interaction. The objective of ePosters is to allow scientists to showcase research in a non-linear and interactive way. The content of an ePoster mimics traditional print posters, yet incorporates new avenues to communicate and highlight information. Importantly, ePosters facilitate scientific discussion and audience engagement, rather than a formal oral presentation.

Components of an effective ePoster

- The major objectives, methods and findings of the research presented are communicated concisely on the home screen of the ePoster.
- The home screen includes embedded hyperlinks that allow users (author or audience) to access supporting information on accessory slides.
- The ePoster is readable with a friendly format. Excessive text or crowding of information have been avoided.
- Navigation between the home screen and accessory slides is simple and not distracting.
- Options such as animation and slide advance have been foregone to prevent the ePoster from being presented as an oral presentation.
- Embedded hyperlinked (i.e. words or objects) are intuitive to the content found on the corresponding accessory slide, allowing the audience to interact with the ePoster if the author is not present.
- Each slide of the ePoster contains the abstract number, title, and authors, allowing viewers to easily find a poster of interest if the presenter is not available.

Creating an ePoster

Home screen

The home screen of an ePoster should provide an overview of the science and discoveries of the author. Therefore, the home screen contents should mimic that of traditional print posters, including an abstract, background, objectives, materials and methods, results, conclusions and references. Within this content, hyperlinks to accessory slides are appropriate but not required.

Accessory slides

Accessory slides allow authors to supplement information without taking up additional space on the home screen. This is achieved by formatting additional slides that are accessed with hyperlinks. Hyperlinks navigate between the home screen and accessory slides, making ePosters nonlinear and interactive. More instructions for hyperlinking are described below.

Accessory slides may include bulleted text, images, videos, figures or graphs. Content of accessory slides should be considered carefully, as it should be concise and emphasize main points of the research, while not distracting from the objectives or stating repetitive information. It is recommended to use no more than three (3) accessory slides and hyperlinks.

Examples:

- Enlarged graph, chart or image
- Workflow diagram of methods
- Short video clip (less than 30 seconds)
- Supplemental data

Hyperlinking

A hyperlink creates a link between multiple parts of a document. For the purpose of an ePoster, hyperlinks provide a link between the home screen and supplemental information that has been formatted on additional slides. On the home screen, hyperlinks are embedded within text, an image, or a url that relates to the information on the accessory slide. Additionally, each accessory slide should include a hyperlinked 'home' button to return to the home screen. While additional navigation arrows and symbols are available through PowerPoint, do not rely on these buttons to move throughout the poster as they will allow the poster to become more of an oral presentation. Rather, use hyperlinks to supplement discussion about content on the home screen.

To create a hyperlink, first determine the information or object to be hyperlinked, and format it on an additional slide. Next, determine where on the home slide the hyperlink should be integrated. Typically, the hyperlink is embedded in as text or an object that prompts the information on the accessory slide, such as the heading of a section (i.e. "Results") or the object to be enlarged (i.e. "Figure 1").

Highlight the original text or image that the hyperlink should be linked to. Use the "action settings" option under the Slideshow tab on a PC, or the Insert tab on a Mac, to assign the appropriate slides that should be linked. Be sure to test out each hyperlink before submitting the final ePoster draft for presentation.