



GUIDELINES FOR DEVELOPING AND SUBMITTING A POSTER

Excellence Awards Applicants Showcase

As part of the third annual LTEN Excellence Awards, LTEN is pleased to offer Excellence Award Applicants the opportunity to host a poster presentation. Providing another learning channel for conference attendees, as well as new opportunities to showcase and share relevant programs, or best practices, with others, the 2017 Poster Session is designed to further enrich the conference experience for all. Posters will be displayed in a designated area of the conference outside registration on Tuesday morning through Thursday afternoon for all attendees to review, providing a distinct venue to engage with potential customers and/or gain visibility for your organization.

Your poster should take a viewer through the information you submitted as part of your award application, highlighting your achievements. Unlike a verbal presentation, however, where the pace is dictated to the audience, posters allow viewers to study the information at their own speed and discuss the content with the poster “presenter.”

A well-organized, visually appealing poster takes thought, and the following guidelines are meant to help you produce a poster that effectively communicates your topic and appeals to the training audience. With little space to explain your ideas, it’s important to communicate key points clearly and succinctly. When preparing your poster for the LTEN Annual Conference, please adhere to the following recommendations.

Production and Formatting

- Posters should be no larger than 30” wide by 36” high and printed on paper stock (not foam core board)
- Place the title in large-sized type at the top of the board, including the award category you applied for.
- List the title and all contributors/authors under the heading.
- Use a font size that can be read from a few feet away.
- Use charts, drawings, and illustrations similar to those you would use in a PowerPoint presentation.
- Keep captions brief and content self-explanatory.
- Use shorter sentences and paragraphs as much as possible, since with larger fonts even short paragraphs will appear long.
- Use sub-heads to break up the flow and use bulleted or numbered lists.

Poster Sections

Summary

Similar to an abstract in a scientific-based poster, the summary section is intended to provide a top-line overview of the information contained in the poster. It should include the most important points from each of the subsequent poster sessions such as, background to the topic or issue, learning objectives, relevant data and/or approach and conclusions. If the viewer does not have time to read the entire contents of your poster, they should walk away with clarity on your topic after reading this section.

Situation Analysis

This is the background or big picture summary that will set the stage for viewers. It’s where you define the current state of a topic, the problem and the need for a change, new approach or solution. The situation analysis does not need to be lengthy; it just needs to provide enough information for the rest of the poster to flow and make sense.

The award application section of Needs Identification can be covered here.



Methods/Approach

This area will contain the bulk of your information and allow for the most creativity and interpretation. Research-based presentations would present the methodology here, but more likely you will use this space as a general discussion of your topic. What concept are you trying to get across? What new idea are you proposing? What challenges are important to overcome? Or, if it's an educational session (e.g. based on current industry trends), focus on both the content you are supplying *and* the justification for trainers to need that information. Posters will vary in style, approach and objectives, so use your best judgment in making this section content-rich and persuasive with clearly defined information points. Sales savvy will come into play; your goal is to have viewers reach that "aha" moment.

The award sections of Design Approach and Alignment will be highlighted in this section.

Evaluation

If there are concrete results from a case study or research initiative, then these should be communicated here. If that doesn't apply, use this section to convey your experience in achieving the learning objectives you proposed. In addition, you may choose to cite external data that supports your approach or concept.

The award application section of Evaluation Approach would fit here.

Conclusions

In developing this section, ask yourself: What do the "results" demonstrate on a larger scale? What are the most important conclusions to convey? What should the viewer understand about the effectiveness of the approach? Conclusions tend to be broad-based statements that respond to the problem or the need you previously defined. This section is typically brief, but should present the most important, specific information you want viewers to hold onto.

The award application section of Results fits here.

About Your Company

While the posters should be non-promotional in nature, LTEN recognizes that this is a great opportunity to inform viewers about your company and service offerings. Poster presenters are welcome to include a brief "boilerplate" paragraph about their company at the end of the poster, along with a website address and contact information.

Shipping and On-site Instructions

- Please confirm that you will be supplying a poster **no later than 4/15** via email to Christine Gaudet at cgaudet@L-TEN.org or (215) 357-1077. Posters presenters may ship their presentations in care of themselves, but they may not be delivered prior to 6/1/17 or you will incur additional storage fees.

Hold For Guest: (Guest Name) (Guest Cell Number)
c/o FedEx Office at Gaylord Opryland Resort and Convention Center
2800 Opryland Dr., Nashville, TN, 37214
(Convention/Conference/Event Name) Date of Event Box ___ of ___

At least one poster author must register for and attend the 2017 Annual Conference. (If no authors are present, the poster will be withdrawn.) Attendee is responsible for all travel costs. For those poster presenters not yet registered for the LTEN Annual Conference you may use the following discount code SPKREF2017TN to receive a \$100 discount off a full conference registration pass. (Only one discount may be applied per poster registrant.)



- Please bring your poster and set up on the designated corkboard between noon – 7 PM on Monday, June 5th in the Tennessee Ballroom Foyer by registration. You are required to ship and set up your own posters. If your poster is not set before 7 AM on Tuesday, June 6th, we will have removed the designated cork board for your poster.
- LTEN will supply the bulletin boards (on which posters will be displayed) and push pins (to affix posters to bulletin boards) and will arrange for set up in the general session room. The cork boards will be labeled with your poster number, name, and poster title to ensure the posters are set out correctly. Posters will be displayed on Tuesday, June 6th from 7 AM until Thursday, June 8th at 11:30 AM. If you wish to keep your poster, you will be responsible for taking it down and shipping it home.
- We require you have a representative available to “present” the poster & answer questions between 7 – 8 AM and 9:30 – 10 AM on Thursday, June 8th in the general session room in the Tennessee Ballroom.
- You may provide copies of the poster for distribution.
- Submitter is required to secure all approvals to display information from parties mentioned in the poster.
- Winners and finalists posters will be recognized on the display.
- For further information or questions, please contact Christine Gaudet at cgaudet@L-TEN.org or at (215) 357-1077.