First things first . . .

- horizontal or vertical?
- dimensions?
- get template from labmate
- start filling it in!
Purpose: Why do posters?

Summarize research **concisely** and **attractively** to publicize it and generate discussion

Who is the poster presented to?

Adjust scope/depth appropriately . . .

. . . so you can sell your work in 3-4 sentences
What to present?

A visual abstract: tell a story with selected content that can be presented graphically.

- **Point #1**: Important disease can be targeted by inhibiting enzyme W.
- **Point #2**: Compounds with overall scaffold W are semi-potent inhibitors of protein Q.
- **Point #3**: These modifications make the inhibitor more potent.
- **Point #4**: These other modifications make the inhibitor more bioavailable.
- **Point #5**: Combinations of these modifications should yield a more effective drug.
What to present?

Before

Calories per 100g for different foods

Type of Food

- French Fries
- Potato Chips
- Bacon
- Pizza
- Chili Dog

Number of Calories

https://www.darkhorseanalytics.com/blog/data-looks-better-naked

What to present?

After

Calories per 100g

- French Fries: 607
- Potato Chips: 542
- Bacon: 533
- Pizza: 296
- Chili Dog: 260

https://www.darkhorseanalytics.com/blog/data-looks-better-naked
What NOT? to present

Here, use this magnifying glass. Let me know if you have any questions.


What NOT? to present

Chemical reactions and structures are shown in the diagram.
<table>
<thead>
<tr>
<th>Nr</th>
<th>Structural formula*</th>
<th>IC50 (µM) for R. aerostatis TR</th>
<th>MIC (µM) for R. subtilis</th>
<th>MBC (µM) for R. subtilis</th>
<th>IC50 for HEK 293T (µM)</th>
<th>Selectivity index (IC50/MIC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1" alt="Structure 1" /></td>
<td>1.0 (0.14)</td>
<td>0.67</td>
<td>120</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><img src="image2" alt="Structure 2" /></td>
<td>3.1 (1.31)</td>
<td>1</td>
<td>120</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><img src="image3" alt="Structure 3" /></td>
<td>1.3 (0.16)</td>
<td>0.07</td>
<td>80</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><img src="image4" alt="Structure 4" /></td>
<td>&gt;16</td>
<td>&gt;16</td>
<td>&gt;160</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><img src="image5" alt="Structure 5" /></td>
<td>4.4</td>
<td>&gt;16</td>
<td>55</td>
<td>&lt;3.4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td><img src="image6" alt="Structure 6" /></td>
<td>1.7</td>
<td>2.7</td>
<td>95</td>
<td>47.5</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td><img src="image7" alt="Structure 7" /></td>
<td>1.7</td>
<td>1.3</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td><img src="image8" alt="Structure 8" /></td>
<td>2.6</td>
<td>2</td>
<td>75</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td><img src="image9" alt="Structure 9" /></td>
<td>0.37</td>
<td>0.12 (0.5)</td>
<td>&gt;160</td>
<td>&gt;400</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><img src="image10" alt="Structure 10" /></td>
<td>1.7</td>
<td>10.6</td>
<td>80</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td><img src="image11" alt="Structure 11" /></td>
<td>2.0</td>
<td>3</td>
<td>60</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td><img src="image12" alt="Structure 12" /></td>
<td>0.07</td>
<td>0.21 (0.5)</td>
<td>12.5</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td><img src="image13" alt="Structure 13" /></td>
<td>14.8</td>
<td>&gt;160</td>
<td>ND</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

*Structural formulas are represented as visual images in the document.*
What NOT? to present

Table 5. Association between brain tumors and mobile phone use by side of phone use*

<table>
<thead>
<tr>
<th>Variable</th>
<th>Case patients</th>
<th>Control subjects</th>
<th>OR (95% CI)</th>
<th>Case patients</th>
<th>Control subjects</th>
<th>OR (95% CI)</th>
<th>Case patients</th>
<th>Control subjects</th>
<th>OR (95% CI)</th>
<th>Case patients</th>
<th>Control subjects</th>
<th>OR (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ipsilateral use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular user</td>
<td>146</td>
<td>267</td>
<td>1.0 (patient)</td>
<td>141</td>
<td>257</td>
<td>1.0 (patient)</td>
<td>147</td>
<td>257</td>
<td>1.0 (patient)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>49</td>
<td>62</td>
<td>1.74 (1.01 to 3.30)</td>
<td>49</td>
<td>62</td>
<td>2.07 (0.95 to 4.48)</td>
<td>69</td>
<td>136</td>
<td>0.24 (0.40 to 1.49)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time since first use, y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never regular user</td>
<td>146</td>
<td>267</td>
<td>1.0 (patient)</td>
<td>141</td>
<td>257</td>
<td>1.0 (patient)</td>
<td>147</td>
<td>257</td>
<td>1.0 (patient)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤2.7</td>
<td>26</td>
<td>44</td>
<td>1.54 (0.79 to 3.06)</td>
<td>23</td>
<td>36</td>
<td>1.16 (0.62 to 2.17)</td>
<td>39</td>
<td>60</td>
<td>0.42 (0.19 to 1.16)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;2.7</td>
<td>14</td>
<td>19</td>
<td>2.86 (0.94 to 8.68)</td>
<td>13</td>
<td>17</td>
<td>2.69 (0.86 to 8.13)</td>
<td>15</td>
<td>32</td>
<td>0.41 (0.17 to 1.15)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cumulative duration of subscription, y</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never regular user</td>
<td>146</td>
<td>267</td>
<td>1.0 (patient)</td>
<td>141</td>
<td>257</td>
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<td>147</td>
<td>257</td>
<td>1.0 (patient)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤15</td>
<td>17</td>
<td>17</td>
<td>2.04 (0.93 to 4.49)</td>
<td>16</td>
<td>16</td>
<td>2.28 (0.67 to 8.13)</td>
<td>15</td>
<td>32</td>
<td>0.55 (0.19 to 1.56)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;15</td>
<td>17</td>
<td>17</td>
<td>2.91 (2.09 to 7.79)</td>
<td>12</td>
<td>11</td>
<td>4.82 (2.13 to 22.24)</td>
<td>13</td>
<td>27</td>
<td>0.30 (0.06 to 1.46)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cumulative duration of calls, h</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>267</td>
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<td>141</td>
<td>257</td>
<td>1.0 (patient)</td>
<td>147</td>
<td>257</td>
<td>1.0 (patient)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤15</td>
<td>17</td>
<td>17</td>
<td>2.66 (0.56 to 13.00)</td>
<td>13</td>
<td>17</td>
<td>4.14 (1.40 to 12.06)</td>
<td>16</td>
<td>37</td>
<td>0.43 (0.16 to 1.13)</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>4.14 (1.40 to 12.06)</td>
<td>16</td>
<td>37</td>
<td>0.43 (0.16 to 1.13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cumulative number of calls</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>32</td>
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<td>27</td>
<td>0.30 (0.06 to 1.46)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All matched sets in which the case patient and/or the control subject was a regular contralateral user were excluded from the ipsilateral analysis; similarly, sets in which the case patient and/or the control subject was a regular contralateral user were excluded from the contralateral analysis. CI = confidence interval, OR, odds ratio.

1. For tests of trend were calculated by means of a two-sided Wald test for regression models in which exposure was included as a continuous variable, and all subjects in a category were assigned the median value of their corresponding category.

2. Regular use defined as use of a mobile phone at least once per week for a period of 6 months or more.
What to present?

A visual abstract: tell a story with *selected* content that can be presented *graphically*.

<table>
<thead>
<tr>
<th>Point #1</th>
<th>Important disease can be targeted by inhibiting enzyme W.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Point #2</td>
<td>Compounds with overall scaffold W are semi-potent inhibitors of protein Q.</td>
</tr>
<tr>
<td>Point #3</td>
<td>These modifications make the inhibitor more potent.</td>
</tr>
<tr>
<td>Point #4</td>
<td>These other modifications make the inhibitor more bioavailable.</td>
</tr>
<tr>
<td>Point #5</td>
<td>Combinations of these modifications should yield a more effective drug.</td>
</tr>
</tbody>
</table>

Pitfalls of graphical story elements

- resizing
Pitfalls of graphical story elements

• resizing
• color

WHAT YOUR GRAPH COLOUR PALLET SAYS ABOUT YOU

I HAVE NO IDEA HOW TO CHANGE EXCEL GRAPH COLOURS

I WANT PEOPLE TO SEE MY GRAPHS FROM SPACE

I THINK GRAYSCALE IS TOO ARTSY

I CRAVE BLONDNESS IN ALL THINGS

I HATE COLOUR-BLIND PEOPLE

OMG UNICORNS!

https://twitter.com/ErrantScience/status/1011222372479832064

Pitfalls of graphical story elements

- resizing
- color
- resolution

- get rid of tables
Pitfalls of graphical story elements

- resizing
- color
- resolution
- get rid of tables
Pitfalls of graphical story elements

After

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Year of the...</th>
<th>Debut</th>
<th>Thousands of Fans</th>
<th>Takedown Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face (The Hero)</td>
<td>The Ultimate Warrior</td>
<td>Tiger</td>
<td>May-2011</td>
<td>97.3</td>
<td>86.2</td>
</tr>
<tr>
<td></td>
<td>Hulk Hogan</td>
<td>Oxen</td>
<td>Jan-2008</td>
<td>988.6</td>
<td>62.0</td>
</tr>
<tr>
<td></td>
<td>Macho Man Randy Savage</td>
<td>Monkey</td>
<td>Feb-2008</td>
<td>157.6</td>
<td>59.3</td>
</tr>
<tr>
<td></td>
<td>Hacksaw jim Duggan</td>
<td>Pig</td>
<td>Mar-2008</td>
<td>30.3</td>
<td>53.4</td>
</tr>
<tr>
<td></td>
<td>Superfly Jimmy Snuka</td>
<td>Dragon</td>
<td>Mar-2008</td>
<td>12.3</td>
<td>52.7</td>
</tr>
<tr>
<td>Heel (The Bad Guy)</td>
<td>Rowdy Roddy Piper</td>
<td>Rooster</td>
<td>Jun-1968</td>
<td>71.6</td>
<td>45.4</td>
</tr>
<tr>
<td></td>
<td>The Million Dollar Man Ted Dibiase</td>
<td>Rat</td>
<td>Apr-1975</td>
<td>449.3</td>
<td>43.8</td>
</tr>
<tr>
<td></td>
<td>Mr. Perfect Curt Henning</td>
<td>Rat</td>
<td>May-1980</td>
<td>13.8</td>
<td>38.0</td>
</tr>
<tr>
<td></td>
<td>Jake the Snake Roberts</td>
<td>Snake</td>
<td>Jul-1975</td>
<td>5.6</td>
<td>38.0</td>
</tr>
<tr>
<td>Jobber (The Unknown)</td>
<td>Brad Smith</td>
<td>Sheep</td>
<td>Aug-2008</td>
<td>1.1</td>
<td>36.3</td>
</tr>
<tr>
<td></td>
<td>Ted Duncan</td>
<td>Sheep</td>
<td>Aug-2008</td>
<td>0.2</td>
<td>33.6</td>
</tr>
<tr>
<td></td>
<td>Joey the Uber Nerd Cherdarchuk</td>
<td>Snake</td>
<td>Aug-2008</td>
<td>0.0</td>
<td>21.0</td>
</tr>
</tbody>
</table>

What to present?

A visual abstract: tell a story with selected content that can be presented graphically.

| Point #1 | Important disease can be targeted by inhibiting enzyme. |
| Point #2 | Compounds with overall scaffold X are semi-potent inhibitors of this enzyme. |
| Point #3 | These modifications make the inhibitor more potent. |
| Point #4 | These other modifications make the inhibitor more bioavailable. |
| Point #5 | Combinations of these modifications should yield a more effective drug. |
Mechanics: Expected Sections

- Title
- Investigators, Institution
- Abstract
- Background
- Methods
- Results
- Conclusion
- Future directions
- References
- Acknowledgements

Common layouts

- 2-4 columns
- align blocks
- simple background
- white space!

Overall layout
**Overall font sizes**

- NOW write your story around the images in as few words as possible
- Flow text around images, readable from 10 ft:
  - fonts: one. just one.
  - sans serif
  - bullet format


**Mechanics: Expected Sections**

- Title
- Investigators, Institution
- Abstract
- Background
- Methods
- Results
- Conclusion
- Future directions
- References
- Acknowledgements
Human Cytochrome P450 1A1 Active Site Distortions Upon Binding Different Drugs

ABSTRACT

Lorem ipsum dolor sit amet, mel amet dictum promptra ex eos. Sit habeo vocent in, eum ut impetus vulputate.

1. No per vidisse dolorum, oblique nostrum ancilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea et.
2. Legere doming argumentum nam cum, mel tamquam phaedrum appellantur no. In est omnium nostrum vulputate.
3. Eos ex quaquam accusam. Sint oportere conclusiontur qui et, id vocibus quaedam sea, his ne latine inermis euipidus, utinam riders habemus in ius.

METHODS & RESULTS

Loeirn ipsum dolor sit a a a a a. No per vidisse dolorum, oblique nostrum ancilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea et, doming argumentum nam cu, mel tamquam phaedrum appellantur no. In est omnium nostrum vulputate.

DISCUSSION

1. No per vidisse dolorum, oblique nostrum ancilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea et.
2. Legere doming argumentum nam cu, mel tamquam phaedrum appellantur no. In est omnium nostrum vulputate.
3. Eos ex quaquam accusam. Sint oportere conclusiontur qui et, id vocibus quaedam sea, his ne latine inermis euipidus, utinam riders habemus in ius.

CONCLUSIONS

- No per vidisse dolorum, oblique nostrum ancilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea et, doming argumentum nam cu, mel tamquam phaedrum appellantur no. In est omnium nostrum vulputate.

- No per vidisse dolorum, oblique nostrum ancilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea et, doming argumentum nam cu, mel tamquam phaedrum appellantur no. In est omnium nostrum vulputate.
Human Cytochrome P450 1A1 Active Site Distortions Upon Binding Different Drugs

ABSTRACT

Lorem ipsum dolor sit a...

BACKGROUND

Lorem ipsum dolor sit a...

DISCUSSION

1. No per vidisse dolorum, oblique nostrum ancilla ne per. Virtute consummum cum et, facer explicari ex cum. Portu proba maxim sea et.

2. Legere doming argumentum cum cu, mel quamquam phaedrum appellantur no. In est omnium nostrum vulputate.

3. Eos ex nuquam accusam. Sint optore concludaturque qui et. Id vocibus quando sea, his ne latine inermis euisps, utinam ridens habebus semper.


CONCLUSIONS

• No per vidisse dolorum, oblique nostrum ancilla ne per. Virtute consummum cum et, facer explicari ex cum. Portu proba maxim sea et, doming argumentum cum cu, mel quamquam phaedrum appellantur no. In est omnium nostrum vulputate.

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Abstract

Lorem ipsum dolor sit amet, mel amet dictum promptum ex, prima aliquum promptum ex eos. Sit habemus vocent in, eu u. imperius vulputate. No per vidisse dolorum, oblique nostrum aequilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea ei, legere doming argumentum nam cu, mel tamquam phaedrum appellatru no. In est omnium nostrum vulputate.

Eos ex nuxquam accusam. Sit oportere concluturque qui et, id nocillis quammodo sea, his ne latine inermis euripidis, utiam ridens habemus in ius. No noluisse saepe conceptam ad sed. Dico utamur disputatis ut mel, te mel posse nuxquam sententiae. Dicam virtute laesest te eos.

Background

Lorem ipsum dolor sit amet, mel amet dictum promptum ex eos. Sit haboe vocent in, eum ut iemptus vulputate.

1. No per vidisse dolorum, oblique nostrum aequilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea ei.
2. Legere doming argumentum nam cu, mel tamquam phaedrum appellatru no. In est omnium nostrum vulputate.
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June, 2012
July, 2012
August, 2012
September, 2012
October, 2012
November, 2012
December, 2012
January, 2013
February, 2013
March, 2013
April, 2013

Discussion

1. No per vidisse dolorum, oblique nostrum aequilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea ei.
2. Legere doming argumentum nam cu, mel tamquam phaedrum appellatru no. In est omnium nostrum vulputate.
3. Eos ex nuxquam accusam. Sit oportere concluturque qui et, id nocillis quammodo sea, his ne latine inermis euripidis, utiam ridens habemus in ius.

Conclusions

- No per vidisse dolorum, oblique nostrum aequilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea ei, doming argumentum nam cu, mel tamquam phaedrum appellatru no. In est omnium nostrum vulputate.
- No per vidisse dolorum, oblique nostrum aequilae ne per. Virtute corruptum cum et, facer explicari ex cum. Portu probo maxim sea ei, doming argumentum nam cu, mel tamquam phaedrum appellatru no. In est omnium nostrum vulputate.

Finishing up

- Acknowledgements: funding
- Printing
Ready for the meeting?

https://rubbishcomics.wordpress.com/2014/06/01/postersession/
Professional showmanship

• Wear your name tag
• Query audience: why interested?
• Practice: 2, 5, 10-minute versions
• Make eye contact with every visitor

Professional showmanship

• Work entire audience at once, do not leave visitors waiting for your attention.
• Check your audience understanding
• Listen to non-verbal cues
• Respond to questions/concerns respectfully
Professional showmanship

• Specific thanks to your audience
• Distribute printed copies of paper, handouts, your card, signup sheet, etc. with contact info

Etiquette

NO SHOOTING
Etiquette

2012 Annual Symposium

Presenter unable to attend
Remember the purpose:

Summarize research **concisely** and **attractively** to publicize it and generate discussion

Practice
Practice

Remember the purpose:

Summarize research *concisely and attractively* to publicize it and generate discussion

*Your ad here...*
## Bad poster bingo

<table>
<thead>
<tr>
<th>Different parts of poster don't line up</th>
<th>Boxes within boxes</th>
<th>Confusing layout/order</th>
<th>More than three typefaces</th>
<th>Long-winded title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphs too busy</td>
<td>Big blocks of text</td>
<td>Photographic background</td>
<td>Unlabelled error bars on graphs</td>
<td>Pixelated pictures</td>
</tr>
<tr>
<td>More than five colours</td>
<td>Institutional logos bookending title</td>
<td>Free space</td>
<td>ALL CAPITALS</td>
<td>Most important info buried on bottom</td>
</tr>
<tr>
<td>Abstract</td>
<td>No audience consideration</td>
<td>Comic Sans</td>
<td>3-D graphs</td>
<td>Presenter absent or avoiding eye contact</td>
</tr>
<tr>
<td>Tables showing data that could be in a graph</td>
<td>Poster does not fit on poster board</td>
<td>TOO much content</td>
<td>Objects almost touching or overlapping</td>
<td>Tiny, unreadable type</td>
</tr>
</tbody>
</table>

Based on betterposters.blogspot.com and www.monicametzler.com/bad-presentation-bingo