Starting a Research Poster Plan
Presenting Yourself and Your Research 2017: Strategies for Successful Research Posters

FIRST: Take a few minutes to reflect and write on question 1 or 2 (you could use the space below).

THEN: After you choose your question and write a response, think about one aspect of poster planning that seems particularly challenging. When you face the thinking process suggested below, what might be the most difficult part of planning a poster for you? Be prepared to discuss this challenge with a partner (and maybe the group). Together, try to troubleshoot this challenge.

(1) What is the single most important thing you want your audience to understand, believe, accept, or do after they see your poster?

Questions that could follow-up on #1 when you start to work out how you’d convey this message:
- What would be a succinct statement of your project’s main argument, and the evidence that supports that argument?
- What are a few key pieces of evidence that most clearly illustrate your take-home message?
- What type of visuals will distill and communicate your take-home message quickly and easily?

(2) How will your poster answer the following questions? (They are versions of the same question about the significance of your research.)

- What real-world problems or questions prompted you to undertake this project?
- What does this project mean for you or for others?
- How do your findings impact scholars in your field and members of the broader intellectual community?

Questions adapted from an online guide to presenting research at a University of Wisconsin-Madison website: https://ugradsymposium.wisc.edu/present/.