

Dear poster presenters,

You have been selected to present a poster at this conference. This may be a fantastic opportunity for you, provided your poster is properly designed. Here are a few rules and suggestions.

- A poster is not a talk! If you don't adjust your message to this new medium, you will not succeed in raising the attention of the potential audience. Specific software exists (there are open source options).
- A poster is not a paper either. No need of an abstract, for instance. Long paragraphs are never read.
- Contrary to a talk, the audience is not obliged to stop by and grant you some time. It is your duty to make your poster attractive, so as to give the taste to the audience to know more about your research. Pictures, graphs, puzzles, large fonts, colors, etc. should be used to attract participants.
- Once someone is attracted, maybe s/he will begin to first look at your poster without your comments. That implies two rules. First, the main message of your paper should be clearly stated, if possible in the middle of the poster. Second, this message should be understandable without your comments.
- A poster is not necessarily read from top left to bottom right. You are free to organize it differently, do use this freedom. As just explained, the center of the poster should present the main message (in font size readable from 2-3 meters away). From it, drive the attention of the reader towards the motivation, the extensions, the related literature, etc.
- In spite of the above, be sure your name, affiliation and title of the paper are clearly stated at the top of the poster. It would be a pity that someone remembers a fantastic poster but does not remember who presented it!
- Once a participant is interested in your paper, s/he is likely to ask you questions about it. It is impossible to prepare answers to all questions, but some questions are typical. You can be sure that some people will simply ask you to present them your paper briefly. So, prepare one-minute, two-minute, and maybe five-minute presentations of your paper, which you will deliver as a function of the time you will be able to devote to participants or groups of participants.
- You are unlikely to be able to describe your whole paper in the poster. Be ready to complement the poster with some appropriate oral comments. Be ready to have the needed material for the interested reader. One may ask you a hint of the proof. Another may ask you the tables of this or that alternative estimation. Of course you will have your paper with you and you can open it and show the relevant pages, but why not prepare the parts of it you are most likely to be asked for in separate, better looking, format?
- There are several books and papers about preparing posters. Most of them are very inspiring. You will find good references from <http://lti.lse.ac.uk/poster-design/>.

See you soon in Brussels.

FM