

**Poster Structure**

Dear students:

In the second session devoted to the poster presentation activity you will work on the poster making process. Please keep in mind the following considerations:

**a. Choose your target in advance:**

Your target selection is of paramount importance. Persuading a group of investors may need a different layout and presentation from the one required if you aim at convincing customers. Make your choice then. Are you presenting to investors or costumers?

**b. Keep it clear, keep it simple:**

Novice presenters usually forget that regarding oral presentations, simplicity equals style and efficiency. Do not deliver complex information and try to focus on the most important points you want your audience to remember after they have left.

Concerning poster design, do not overload your audience visual field. In other words, the suggested number of words corresponds to 300 up to 500.

**c. Stick to a pattern:**

Patterns will definitively help when deciding what information should be included in your poster and how it should be visually organized. They will vary depending on the target selected previously. The two types of patterns agreed as a class and that everyone must follow are presented below:

**a. Costumer oriented layout**

* + - 1. The reason why
      2. Product description

a. Not quite technical characteristics

b. The target description (Implicit messages)

3. Benefits. E.g : Extra value

4. Testimonies

5. About us

6. Community information (Join us in….)

**b. Investor oriented layout**

1. The reason why.

2. Product description

a. More technical characteristics

b. The target description (Explicit messages)

3. Benefits (For both users and investors)

4. Profits (Investors)

5. Time spam

6. Testimonies

7. About us

8.Community information (Join us in….)